

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)
B.B.A. Sem-V : WINTER :- 2021
SUBJECT: INTRODUCTION TO OPERATION RESEARCH

Day : Monday
Date 21-02-2022

W-18938-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section – II.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** What are 7Ps of Marketing? How should it be used for effective marketing operations? **(10)**
- Q.2** Explain the factors to be considered while determining prices in services? **(10)**
- Q.3** Discuss the role of information technology in improving services quality? **(10)**
- Q.4** Highlight the service marketing opportunities in hospitality and tourism sector? **(10)**
- Q.5** Briefly discuss the concept and importance of Management of Insurance Services. **(10)**
- Q.6** What are the challenges faced in service management with regard to goods transport by road transport? What steps can you suggest to overcome the same? **(10)**
- Q.7** Write short notes on **ANY TWO** of the following: **(10)**
- a) Marketing Mix
 - b) Physical Evidence in Services
 - c) Strategies for managing demand

SECTION – II

- Q.8** Discuss the evolution and growth of service sector in India. **(15)**
- Q.9** How does the corporate plan and design service delivery system? Explain with a suitable case. **(15)**
- Q.10** Discuss the HRM and customer care services in Hotel Services in India. **(15)**
