

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
B.B.A. SEM - V : WINTER :- 2021
SUBJECT: MANAGEMENT OF SERVICES

Day : Friday
Date 18-02-2022

W-21936-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

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) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is meant by Services? State and explain the nature of Service Marketing? **(10)**
- Q.2** Discuss the status of the service sector in India. **(10)**
- Q.3** What are the factors to be considered while determining the prices in service sector? **(10)**
- Q.4** What are 7P's of Service Marketing? How should it be used for effective marketing operations in tourism? **(10)**
- Q.5** Discuss the role of information technology in improving services quality? **(10)**
- Q.6** Write short notes on any **TWO** of the following: **(10)**
- a) Process in services
 - b) Service life cycle
 - c) Types of consultancy services

SECTION-II

- Q.7** Discuss the issues regarding challenges faced by Hotel Service Sector in India. **(10)**
- Q.8** Describe the Scope and importance of any one of consultancy service of your choice. **(10)**
- Q.9** Discuss the concept, scope and challenges faced by banking services in India. **(10)**

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