

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2021
SUBJECT: MANAGEMENT OF SERVICES

Day : Monday
Date : 31-01-2022

W-18840-2021

Time : 10:00 AM-01:00 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 the difference between Goods and Services? Discuss the factors responsible for growth of service sector in India? **(10)**
- Q.2** What are 7P's of Service Marketing? How should it be used for effective marketing operations? **(10)**
- Q.3** Discuss role of Information Technology in improving quality of services in Service Sector. **(10)**
- Q.4** What is Capacity Management? Discuss objectives of capacity management process? **(10)**
- Q.5** Write scope and importance of banking service sector in India. **(10)**
- Q.6** Write short notes on any **TWO** of the following: **(10)**
- a) Service Life Cycle
 - b) HRM in Banking Services
 - c) Promotion of Services

SECTION-II

- Q.7** Write scope and challenges faced by transport services in India? **(10)**
- Q.8** You are hired as a marketing executive by one of the reputed Transportation company in India, and given a task to develop a plan formulating marketing mix element for goods transport by road. **(10)**
- Q.9** Prepare a plan in detail in respect of H.R.M. and customer care for a newly launched hotel in pan India. **(10)**

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