

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V : WINTER : 2021

SUBJECT: SERVICES MANAGEMENT

Day : Monday
Date : 10-01-2022

W-13881-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 100

N.B.

- 1) Attempt any **FOUR** questions from Section I and attempt any **TWO** questions from Section II.
- 2) Both the Sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate full marks

SECTION- I

- Q.1** Explain the term 'Service' along with its characteristics (15)
- Q.2** Explain any 3 Ps of Services Marketing. (15)
- Q.3** Discuss patterns and determinants of demand. (15)
- Q.4** Explain determinants of service quality with suitable examples (15)
- Q.5** Write short Notes (Any Three) (15)
- a) Classification of services
 - b) Challenges in services marketing
 - c) Waiting line strategies
 - d) The GAP model

SECTION- II

- Q.6** How Banks are marketing their services in the current competitive scenario? Discuss with appropriate examples. (20)
- Q.7** Discuss safety & customer care management in Hospitality Services (20)
- Q.8** "The growth of Services Industry is faster than Manufacturing Industry" (20)
Do you agree? Justify your answer with suitable examples.

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