

**BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)**  
**B.B.A. Sem-V : : SUMMER - 2022**  
**SUBJECT : SERVICES MANAGEMENT**

Day : Monday  
Date : 13-06-2022

**S-13881-2022**

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

---

**N. B. :**

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

**SECTION – I**

- Q. 1** Define the term service. Differentiate between goods and services. (15)
- Q. 2** Discuss 7 P's of services marketing. What challenges are faced by marketing manager while determining 7 P's? (15)
- Q. 3** What is service quality? State and explain determinants of service – quality. (15)
- Q. 4** What are essential steps in capacity planning? Why planning is needed while managing capacity? (15)
- Q. 5** Write short notes on **ANY THREE** of the following: (15)
- a) Determinants of Demand
  - b) GAP Model
  - c) Determinant of service quality
  - d) Classification of services

**SECTION – II**

- Q. 6** State and explain scope and importance of physical evidences. Discuss determinant of privacy policies in banking sector. (20)
- Q. 7** New hospital is proposed to be established by the group of Doctors in the rural area around Pune city. They seems to be confused to select the ideal location. You are required to analyse the strength and weakness of the locational decisions and suggest a suitable location with proper justification. (20)
- Q. 8** Discuss in detail the concept of the marketing in services mix and 7 P's with the help of the example of a hospitality services in proposed service enterprise of you. (20)

\* \* \* \* \*