

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : MANAGEMENT OF SERVICES

Day : Monday

Date : 23-05-2022

Time : 02:00 PM-05:00 PM

Max. Marks : 60

S-18840-2022

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 Service Marketing? Explain its basic characteristics. What are various ways to classify Services? (10)
- Q.2** What are the major factors responsible for growth of the service sector in the nation? (10)
- Q.3** Discuss the factors to be considered while determining prices in services? (10)
- Q.4** Why is it important to measure and monitor customer satisfaction and service quality? (10)
- Q.5** What are different patterns of demand and supply in service sector? (10)
- Q.6** Write short notes on any **TWO** of the following: (10)
- a) Physical Evidences in Services
 - b) Types of Consultancy Services
 - c) Service Capacity Management

SECTION-II

- Q.7** Discuss the H. R. M. and Customer care services in Hotel Services in India? (10)
- Q.8** You are appointed as Business Development Officer by the educational organization. Prepare a plan to develop brand and brand image of the organization in the market. (10)
- Q.9** You are appointed as Manager Marketing by the one of the reputed insurance company in India. Prepare an appropriate plan for General and Life Insurance for the people during pandemic Covid -19. (10)

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