

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

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

SUBJECT : SERVICES MANAGEMENT

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 23-12-2022

W-13881-2022

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** Explain the meaning of the term “Service” and elucidate the difference between goods and services. **(15)**
- Q. 2** State and explain the 7 Ps of services marketing in detail. **(15)**
- Q. 3** Explain the patterns and determinants of demand. What are the strategies for managing the demand? **(15)**
- Q. 4** Why the quality of service is important? Explain the various factors deciding the service-quality. **(15)**
- Q. 5** Write short notes on **ANY THREE** of the following: **(15)**
- a) GAP Model
 - b) Inventorying the demand through reservations
 - c) Challenges in services marketing
 - d) Classification of services

SECTION – II

- Q. 6** Bank of Baroda management is looking for expansion of its market in rural area. You are appointed as a trainee – Marketing Manager. You are required to: **(20)**
- a) Study the current marketing scenario of the bank in rural area.
 - b) Develop the marketing plan for rural area.
- Q. 7** The customer base of Raj International Hotel has recently declined substantially owing to the deterioration in the quality of services and some other reasons. You are required to : **(20)**
- a) determine the types of services management strategy in Raj International Hotel
 - b) recommend the ways to improve the service management in Raj International Hotel
- Q. 8** Discuss the strategies for the locational decisions for a proposed hotel. Also deliberate the safety and customer care management. **(20)**

* * * * *