

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : MANAGEMENT OF SERVICES

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 12/12/2022

W-18840-2022

Max. Marks : 60

N.B.

- 1) Solve any **THREE** 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 the **SAME** answer book.

SECTION – I

- Q.1** What do you mean by services? State and explain the nature of service marketing? (12)
- Q.2** Discuss the status of the service sector in India with the factors responsible for growth. (12)
- Q.3** What are the factors to be considered while determining the prices in service sector? (12)
- Q.4** What are 7P's of Marketing? How should it be used for effective marketing operations. (12)
- Q.5** Write short notes on **ANY THREE:** (12)
- a) Types of Consultancy Services
 - b) Service Life Cycle
 - c) Process in Services
 - d) Role of IT in Quality of Services
 - e) HRM in Banking Services

SECTION – II

- Q.6** Discuss the issues regarding challenges faced by service sector in India with reference to a service of your choices. (12)
- Q.7** Describe the scope and importance of any type of consultancy of your choice. (12)
- Q.8** Discuss the scope and challenges faced by banking services in India. (12)

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