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B.B.A. (Part - II) (Semester - III) Examination, 2013

MANAGEMENT OF BUSINESS SERVICES

(Paper -I)

Sub. Code : 43936

Day and Date : Monday, 29 - 04 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is classification of services? [14]

OR

What is Service Marketing ? Enumerate 7 p's of Service Marketing.

Q2) Write short answers. (Any Two): [16]

- Give the reasons for growth of Service Economy.
- How can we differ goods from services ?
- Explain the characteristics of Pricing in services.
- Discuss various channels in service delivery.

Q3) Write short notes. (Any Two) : [10]

- New economic policy & it's impact on service sector.
- Problems of service marketing
- People in services
- Elements of Physical evidence

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B.B.A. (Part - II) (Semester - III) (Revised) Examination, Nov. - 2013

MANAGEMENT OF BUSINESS SERVICES (Paper - I)

Sub. Code : 43936

Day and Date : Monday, 25 - 11 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is 'service'? Differentiate between goods and services. [14]

OR

Define 'service'. Describe various basis in classification of services.

Q2) Write short answers (any two) : [2 × 8 = 16]

- a) What is product in services?
- b) Give various pricing methods in service.
- c) What is promotion and communication in services.
- d) Explain problems in service marketing

Q3) Write short notes (any two) : [2 × 5 = 10]

- a) Product policy in Banking services
- b) New economic policy and service sector.
- c) Recent Trends in Banking services.
- d) Customer care in Hotel services.



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B.B.A. (Part - II) (Semester - III) (Revised) Examination, April - 2014
MANAGEMENT OF BUSINESS SERVICES
Sub. Code : 43936

Day and Date : Thursday, 03 - 04 - 2014
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

- Instructions :**
- 1) **All questions are compulsory.**
 - 2) **Figures to the right indicate full marks.**

Q1) Give importance of services and discuss impact of New Economic Policy on Service sector. [14]

OR

What is 'service concept'? Differentiate between goods and services. With suitable examples.

Q2) Write short answers (Any - Two) [16]

- a) Briefly explain salient features of services.
- b) What is mean by 7 p's in service marketing.
- c) Describe Promotion-mix in services.
- d) Give problems or challenges faced in service marketing.

Q3) Write short notes (Any - Two) [10]

- a) Various pricing strategies/ techniques used in services.
- b) Physical Evidence in services.
- c) Scope and importance of Management of Banking services.
- d) Indirect distribution channel in services.

