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B.B.A. (Part - II) (Semester - III) Examination, April - 2016

MANAGEMENT OF BUSINESS SERVICES (Paper - I)

Sub. Code : 43936

Day and Date : Saturday, 30 - 04 - 2016

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) Explain the role and reasons for growth and development of service sector in India. **[14]**

OR

What is Service Marketing? Explain the marketing mix components in the marketing of services.

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

- a) Explain the recent trends in banking.
- b) Explain the pricing policies of Hotel Industry.
- c) Discuss the users and behavioural profile of Hotel Industry.
- d) Explain the salient features of services.

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

- a) Nature and problems in service marketing.
- b) Difference between goods and services.
- c) H.R.M. in banking services.
- d) Management of Hotel Services in India.

