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B.B.A. (Part - II) (Semester - III) Examination, May - 2018**MANAGEMENT OF BUSINESS SERVICES (Paper - I)****Sub. Code :43936****Day and Date : Friday, 04 - 05 - 2018****Total Marks : 40****Time : 03.00 p.m. to 05.00 p.m.**

- 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 marketing? Explain the 7 'P' s in service marketing.

Q2) Write short answers (Any two) **[16]**

- a) Explain the concept of Hotel and discuss the scope and importance of Hotel services.
- b) Briefly explain salient features of services.
- c) Define Banking ? Explain the need and importance of Banking services.
- d) Discuss the management of Hotel services in India.

Q3) Write short notes (Any two) **[10]**

- a) Computerization in Banking services.
- b) Problems in service marketing.
- c) Customer care in Hotel services.
- d) H.R.M. in Banking services.

