

Seat No.	
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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.

