

**B – 269**

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**B.B.A. (Part - II) (Semester - III) Examination, October - 2017**

**MANAGEMENT OF BUSINESS SERVICES (Paper - I)**

**Sub. Code : 43936**

**Day and Date : Tuesday, 31 - 10 - 2017**

**Total Marks : 40**

**Time : 12.00 noon to 02.00 p.m.**

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

**Q1) What is Service Marketing? Explain the 7P's in Service Marketing. [14]**

**OR**

Explain the concept; scope and importance of Banking services and explain the Recent trends in Banking.

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

- a) Explain the various classification of services.
- b) Differentiate between goods and services with suitable examples.
- c) Explain the Human Resource Management in Banking Services.
- d) Explain the concept of Hotel and discuss the promotion decisions of Hotel industries.

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

- a) Growth and Development of service sector in India.
- b) Nature & problems in service marketing.
- c) Computerization in Banking Services.
- d) Management of Hotel Services in India.

