

Seat No.	
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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.

