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**B.B.A. (Part - II) (Semester - III) Examination, April - 2017**  
**MANAGEMENT OF BUSINESS SERVICE (Paper - I)**  
**Sub. Code : 43936**

**Day and Date : Friday, 28 - 04 - 2017**

**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) 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]**

- Explain the various classification of services.
- Explain the concept of Hotel and discuss the promotion decisions of Hotel industries.
- Give problems or challenges faced in service marketing.
- Explain the Human Resource Management in Banking services.

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

- Growth and Development of service sector in India.
- Computerization in Banking services.
- Indirect distribution channel in services.
- Management of Hotel services in India.

