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Total No. of Pages : 1

B.B.A. (Part - II) (Semester - III) Examination, 2013

MANAGEMENT OF BUSINESS SERVICES

(Paper -I)

Sub. Code : 43936

Day and Date : Monday, 29 - 04 - 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 classification of services? [14]

OR

What is Service Marketing ? Enumerate 7 p's of Service Marketing.

Q2) Write short answers. (Any Two): [16]

- Give the reasons for growth of Service Economy.
- How can we differ goods from services ?
- Explain the characteristics of Pricing in services.
- Discuss various channels in service delivery.

Q3) Write short notes. (Any Two) : [10]

- New economic policy & it's impact on service sector.
- Problems of service marketing
- People in services
- Elements of Physical evidence

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