

Seat No.	
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B.B.A. (Part - II) (Semester - III) Examination, April- 2015

MANAGEMENT OF BUSINESS SERVICES (Paper - I)

Sub. Code : 43936

Day and Date : Thursday, 23 - 04 - 2015

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 meaning and concept of Services? Explain the salient features and Importances of services. **[14]**

OR

What is Banking Services? Explain the Recent Trends in Banking.

Q2) Write short answers (any two) : **(2 x 8 = 16)**

- a) Explain the Concept of Hotel and discuss the precising decisions of Hotel industries.
- b) What is service marketing? Briefly explain the 7Ps in service marketing.
- c) Growth and development of service sector in India.
- d) Explain the Human Resource Management in Banking Services.

P.T.O.

Q3) Write short notes (any two) :

- a) Nature & problems in service marketing
- b) Customer care in hotel industry
- c) Computerization in Banking Services
- d) New Economic policy & its Impact on service sector.

