

Seat No.	
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B.B.A. (Part - II) (Semester - III) Examination, November - 2014
MANAGEMENT OF BUSINESS SERVICES (Paper - I) (Revised)
Sub. Code : 43936

Day and Date : Saturday, 15 - 11- 2014

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 marks.**

Q1) How would you define services? Give classification of services. [14]

OR

What do you consider service Marketing? discuss problems and prospects of service marketing.

Q2) Write short answers (any two) [2 × 8 = 16]

- a) Explain new economic policy how do it affects service sector in India.
- b) What are the seven P's in service marketing?
- c) Identify the various pricing strategies in service marketing?
- d) Give concept, scope and Importance of Banking service marketing.

Q3) Write short Notes (any two) [2 × 5 = 10]

- a) Service characteristics
- b) Service promotion
- c) Computerization in Banking services
- d) Customer care in Hotel services.

