

Seat No.	
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B.B.A (Part - II) (Semester - III) Examination, November - 2015
MANAGEMENT OF BUSINESS SERVICES (Paper - I)
Sub. Code : 43936

Day and Date : Wednesday, 18 - 11 - 2015

Total Marks : 40

Time : 12.00 noon.to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicates marks.

Q1) What is service marketing? Explain the 7 Ps in service marketing. [14]

OR

Explain the concept, scope & importance of Hotel services. And discuss very of Hotal services.

Q2) Write short answers any two of the following. [2 × 8 = 16]

- a) Explain the various classification of services.
- b) Define Banking? Explain the need and importance of Banking services.
- c) Define service product? Discuss the service bronding.
- d) Explain the recent trends in banking.

Q3) Write short note any two. [2 × 5 = 10]

- a) Growth and development of service center in India.
- b) H.R.M and customer care
- c) Management of Hotel services in India.
- d) Problems in service marketing.

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