

E-303

Total No. of Pages : 1

Seat No.	
---------------------	--

B.B.A. (Part - II) (Semester - III)
Examination, October - 2016
MANAGEMENT OF BUSINESS SERVICES (Paper - I)
Sub. Code : 43936

Day and Date : Monday, 24 - 10 - 2016
Time : 12.00 noon to 2.00 p.m.

Total Marks : 40

- 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 Importance of services. [14]

OR

Explain the concept, scope and importance of Hotel Services and explain in details management of Hotel Services..

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

- a) **Explain the Human Resource Management in Banking Services.**
- b) **Explain the promotion policies for Hotel industries.**
- c) **Growth and development of service sector in India.**
- d) **Give problems or challenges faced in Service Marketing.**

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

- a) **New Economic Policy & its Impact on service sector.**
- b) **Customer care in hotel industry.**
- c) **Computerization in Banking Services.**
- d) **Physical Evidence in Services.**

