



SN – 379

-36-

III Semester B.B.M. Examination, Nov./Dec. 2013
(2013-14 and Onwards) (New Syllabus)

BUSINESS MANAGEMENT

3.5 : Service Management

Time : 3 Hours

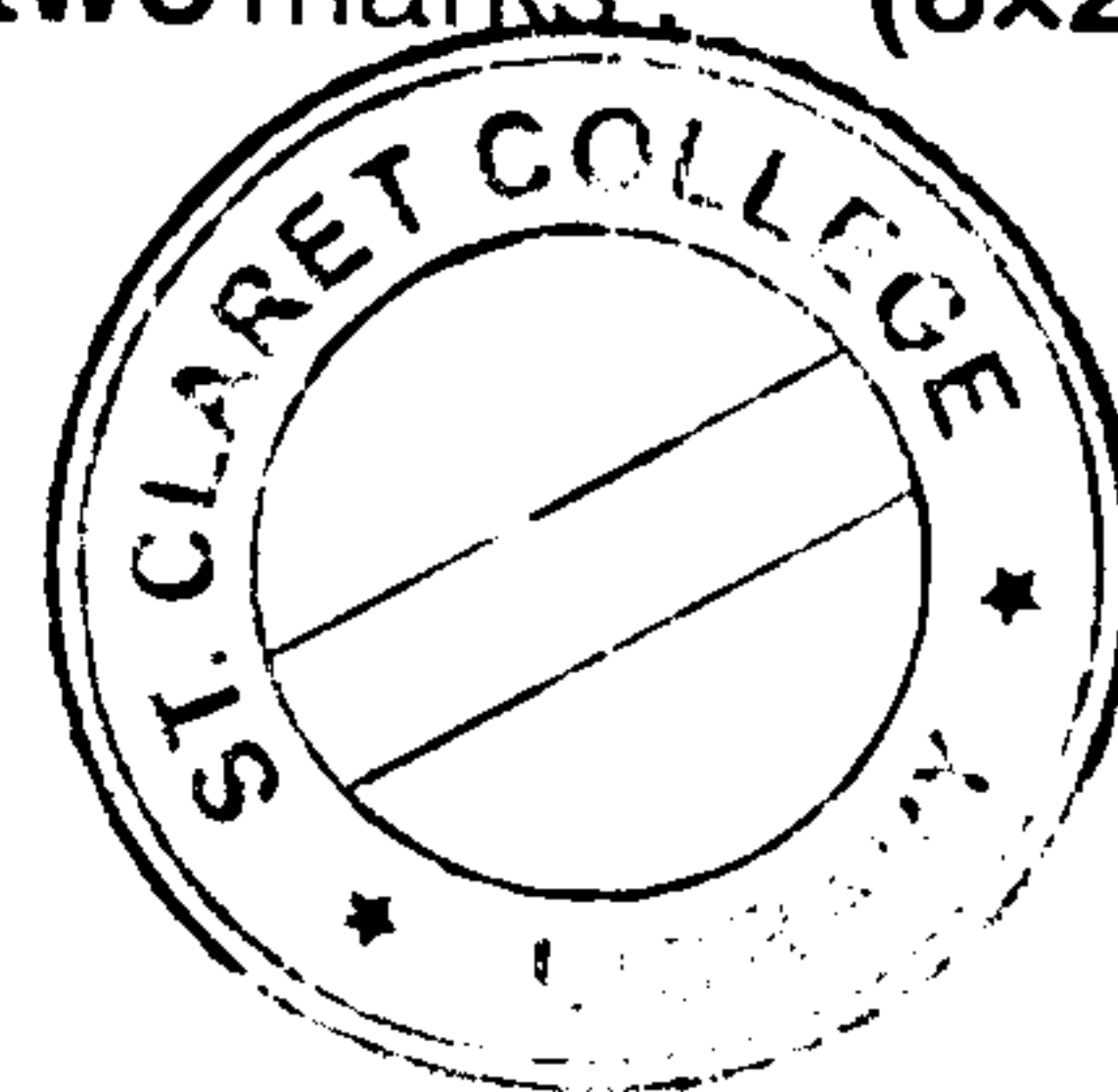
Max. Marks : 100

Instruction : Answer should be in **English** only

SECTION – A

1. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks : (8×2=16)

- What is Service ?
- Mention any four functions of Service Management.
- Who is a Tourist ?
- What do you mean by franchising ?
- State any two main features of travel organisation.
- What is Banking ?
- What are the two basic elements in Life Insurance Products ?
- What do you understand by hospital ?
- What is meant by financial services ?
- What is educational service ?



SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks :

(3×8=24)

- "Tourism Act as a catalyst of an economy". Substantiate.
- "Insurance is an attractive option" for investment. Elucidate.
- "Financial services are focused upon customer". Comment.
- "Hospitals run smoothly and profitably because nurses play unique roles". Highlight.

P.T.O.



SECTION – C

Answer question No. **10** and **three** of the remaining questions. **Each** question carries **fifteen** marks : **(4×15=60)**

6. What is service management ? What are its principles ? Explain the steps in developing service blue print.
 7. What are the various Ps of tourism marketing mix ? Discuss.
 8. What is promotion-mix ? What are the products of GIC and Bank ? Explain briefly about six products each.
 9. Explain the role of Govt. of India in the health care administration and state its policy and initiatives.
 10. What is financial instruments ? State the features and importance of marketing services. Explain the benefits of customer service.
-