



SN – 390

- 38 -  
III Semester B.B.M. Examination, Nov./Dec. 2013  
(Semester Scheme) (Repeaters)  
(Prior to 2012-13)  
**BUSINESS MANAGEMENT**  
**3.5 : Services Management**

Time : 3 Hours

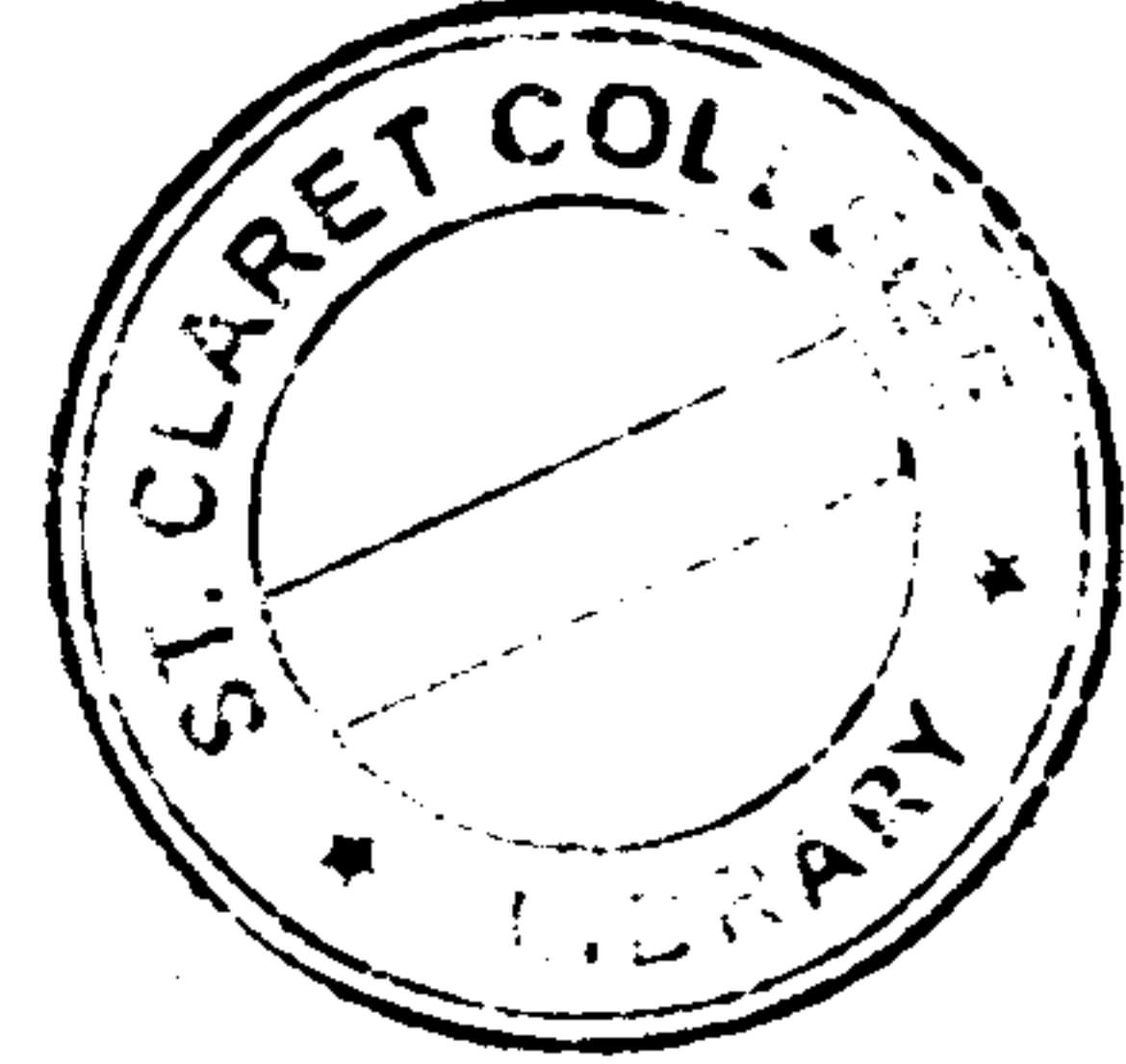
Max. Marks : 90

**Instruction :** Answer should be written **completely in English.**

SECTION – A

Answer **any 10** sub-questions. **Each** sub-question carries **2** marks. (2×10=20)

1. a) Define the term 'Services'.
- b) Distinguish between goods and services (any two).
- c) What is a Motel ?
- d) Define tourism.
- e) Write the meaning of itinerary.
- f) Mention any four service sectors.
- g) What is marketing mix ?
- h) State the core services of the hospitals.
- i) Expand ITES, ERP.
- j) Define Quality.
- k) What is interpersonal services ?
- l) What is 'need recognition' ?



SECTION – B

Answer **any 5** questions. **Each** question carries **5** marks. (5×5=25)

2. Bring out the importance of marketing mix in services marketing.
3. Explain the role of services in an economy.
4. Explain the advantages of medical transcription services in India.
5. Briefly explain the nature of tourism.

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6. Explain the role of midwife.
7. State the facilities offered in premium segment star hotels.
8. What are the paramedical services of a hospital ?
9. Explain the role of information technology in India.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks.

**(15×3=45)**

10. Explain the different stages of guest cycle.
  11. Write SWOT analysis for :
    - a) Hotel industry in India.
    - b) Health care services.
  12. Describe the factors influencing buyer's characteristics.
  13. Explain the service marketing mix in tourism services.
  14. Explain in detail services quality dimensions.
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