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III Semester B.B.M. Examination, Nov./Dec. 2013
(Semester Scheme) (Repeaters)
(2012-2013 Only)

BUSINESS MANAGEMENT
3.5 : Services Management

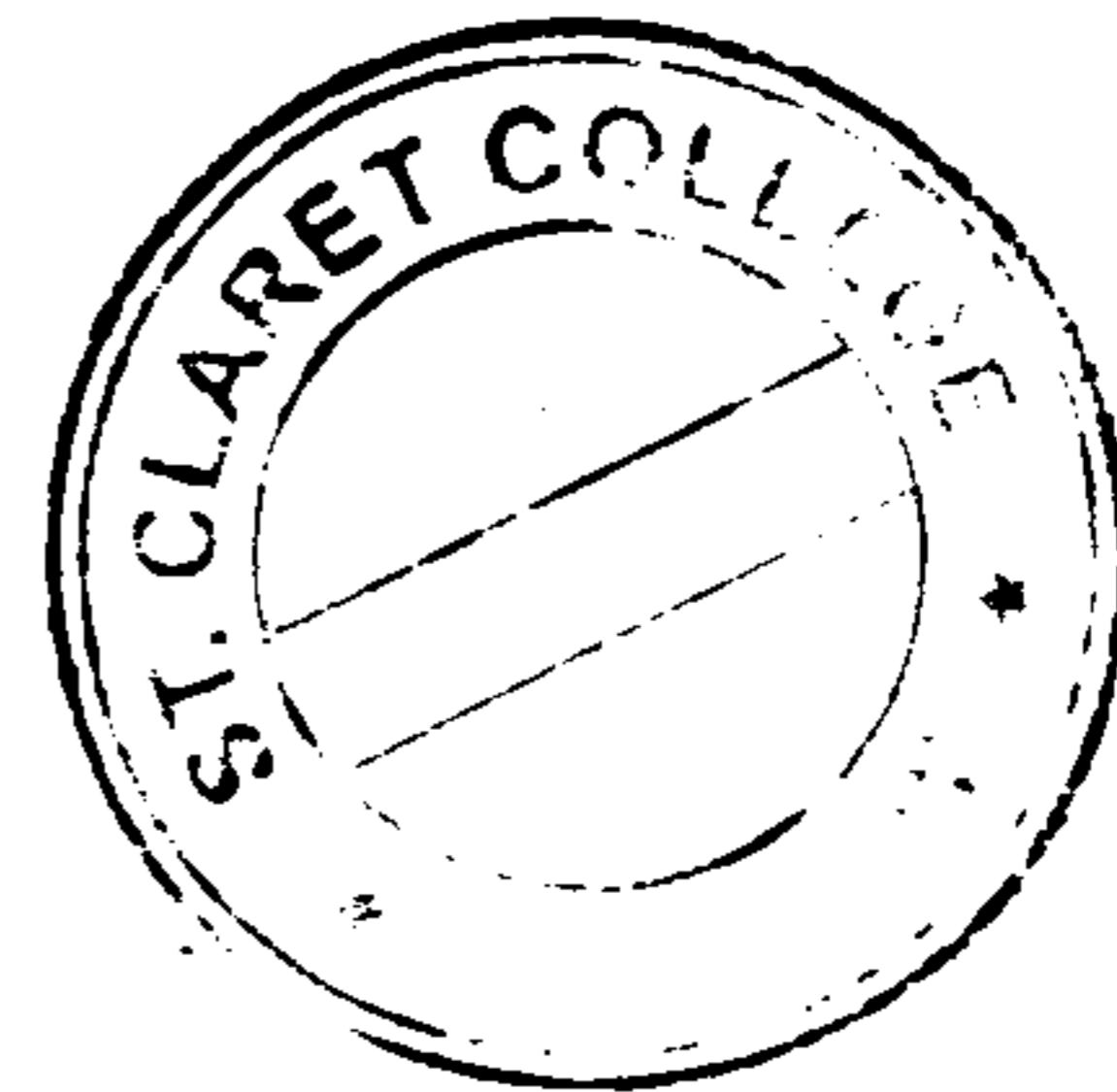
Time : 3 Hours

Max. Marks : 100

Instruction : Answer *all* the questions in **English** only.

SECTION – A

- I. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. (8×2=16)
- What is meant by professional service ?
 - State a few service sectors.
 - What is people processing ?
 - What is network marketing ?
 - Differentiate between goods and services.
 - What is meant by service delivery through internet ?
 - Why are travel guides required ?
 - State the marketing mix of hotels.
 - What is meant by health care service ?
 - Name any four important tourist destinations in India.



SECTION – B

- II. Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)
- Give a note on service delivery through the use of technology.
 - What are the functions of travel agents ?
 - Write a note on various functions of Midwives.
 - Discuss briefly the different components of hospitality industry.
 - Explain the marketing mix of hospital services.



SECTION – C

III. Answer **any four** of the following. **Each** question carries **fifteen** marks. **(4x15=60)**

- 7) Define services and explain characteristic features of services.
 - 8) Explain the different types of hospitals.
 - 9) Discuss the impact of tourism development on the economy.
 - 10) Briefly explain the purchase process for services.
 - 11) What are the seven P's in the Services Marketing Mix ? Explain.
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