



SN – 409

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III Semester B.B.M. Examination, November/December 2014

(Repeaters)

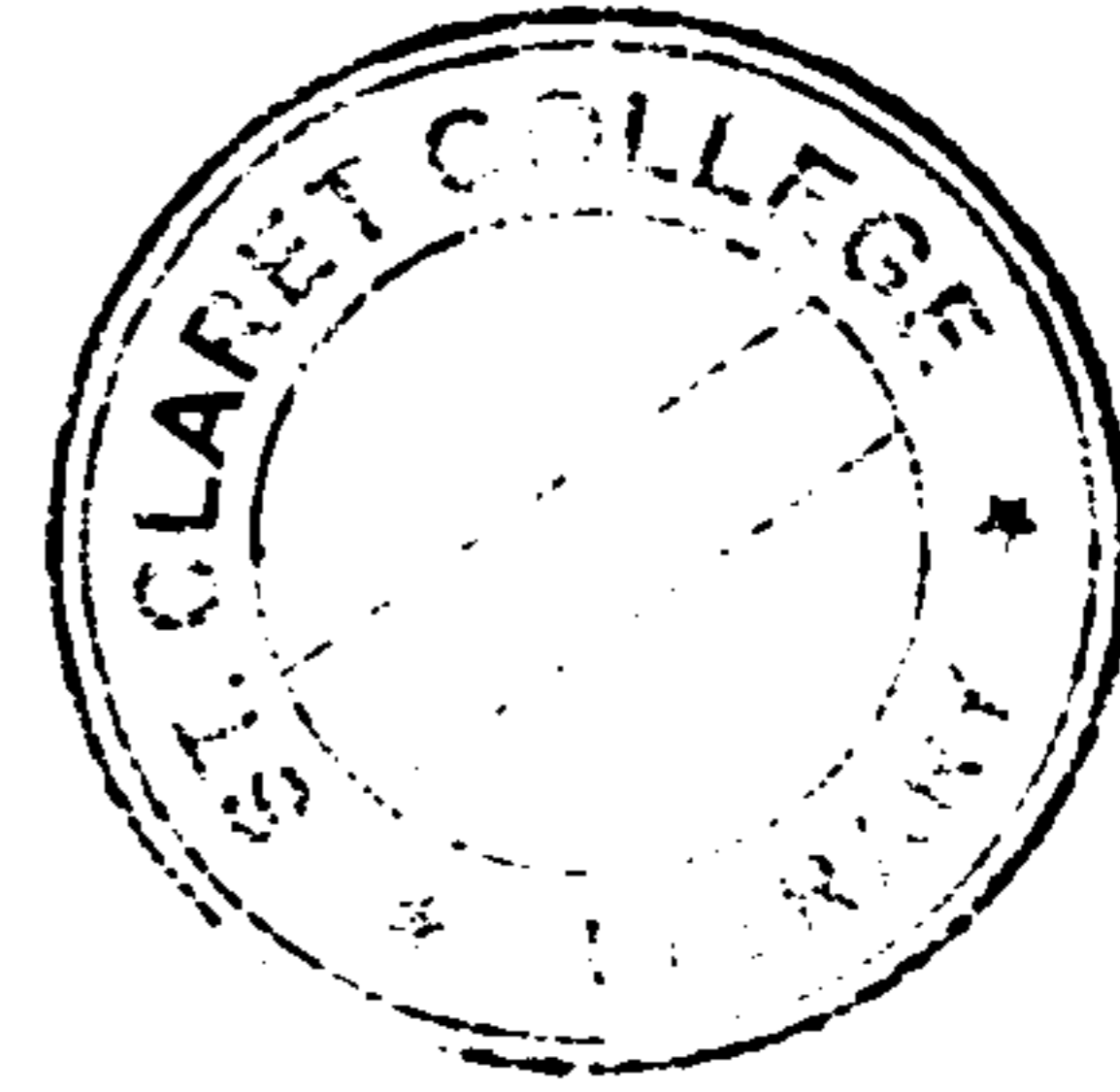
(Prior to 2013-14)

**BUSINESS MANAGEMENT**

**3.5 : Services Management**

**100 – 2012-13 Only**

**90 – Prior to 2012-13**



Time : 3 Hours

Max. Marks : 100/90

**Instructions :** i) Answers should be written completely in **English**.

ii) Sections **A, B and C** to be answered by all **repeaters** (90 marks).

iii) Section **D** to be answered by students of **2012-13** only (100 marks).

**SECTION – A**

Answer **any 10** sub questions. Each sub-question carries **2** marks.

**(2×10=20)**

1. a) Define Services.
- b) Mention any four service sectors.
- c) What are interpersonal services ?
- d) What is Event-Management ?
- e) What do you mean by Market Segment ?
- f) What is meant by Service-Gap ?
- g) Define Tourism.
- h) Expand – ITES, FMCG.
- i) Write any two differences between goods and services.
- j) Give the meaning of 'Downtown Hotels'.
- k) What do you mean by European plan ?
- l) What is Service Encounter ?

P.T.O.



SECTION – B

Answer **any 5** questions. **Each** question carries **5** marks.

**(5×5=25)**

2. Explain the features of services.
3. Briefly explain the enhancing factors in service Marketing.
4. Write a note on customer involvement in service processes.
5. Distinguish between Transactional marketing and Relationship Marketing.
6. Explain the significance of tourism in the growth of economy.
7. State the facilities offered in premium segment Star Hotels.
8. What steps to be followed in building customer loyalty ?

SECTION – C

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

**(15×3=45)**

9. Explain the contributions of service sectors to the growth of economy.
10. Describe the factors influencing Buyer's Behaviour.
11. Explain the marketing strategies of tourism development.
12. Explain the marketing mix of hotel industries.
13. Write a note on :
  - a) Paramedical Services of Hospitals.
  - b) Health care Administration.
  - c) Guest cycle.

SECTION – D

**(To be answered by students of 2012-13 only)**

14. Explain in detail '7Ps' of Services Marketing.

**(10×1=10)**