



UN – 429

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III Semester B.B.M. Examination, November/December 2015
(2013-14 and Onwards) (Repeaters)
BUSINESS MANAGEMENT
3.5 : Services Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer **any 8** sub-questions. **Each** carries **two** marks : **(8×2=16)**
- What is service ?
 - What is customer loyalty ?
 - What is word of mouth communication ?
 - State the types of insurance.
 - Who is a tourist ?
 - Define banking.
 - What do you mean by Financial Services ?
 - Give the meaning of factoring.
 - What is educational services ?
 - What do you mean by speciality hospital ?



SECTION – B

Answer **any three** of the following questions. **Each** carries **8** marks : **(3×8=24)**

- What are the features of services ?
- Explain the importance of factoring.
- Explain the nature of tourism.
- Explain the importance of insurance.

P.T.O.



SECTION - C

Answer Q. No. 10 and 3 of the remaining. **Each** question carries **fifteen** marks :
(4×15=60)

6. Explain the different methods of classification of services.
 7. Explain the marketing mix of tourism industry.
 8. Discuss modern and recent trends in banking services.
 9. What is venture capital ? Explain the various stages in the financing of venture capital.
 10. Explain modern trends in education services.
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