



UN – 434

41

III Semester B.B.M. Examination, November/December 2015

(Repeaters) (Prior to 2013-14)

BUSINESS MANAGEMENT

3.5 – Services Management

(100 Marks – 2012-13 Only)

(90 Marks – Prior to 2012-13)



Max. Marks : 100/90

Time : 3 Hours

SECTION – A

Answer **any ten** of the following sub-questions in about **two** or **three** lines **each**.

Each question carries **two** marks :

(10×2=20)

1. a) What is Physical evidence ?
- b) What do you mean by services management ?
- c) What do you mean by Tourism marketing mix ?
- d) Define Quality.
- e) What do you mean by Heritage hotels ?
- f) What is Service gap ?
- g) What is Whole life policy ?
- h) Who are travel agents ?
- i) Who are Ground operators ?
- j) What is medical transcription ?
- k) What do you mean by continental plan ?
- l) What is e-health ?

SECTION – B

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

(5×5=25)

2. Briefly explain the Marketing mix in services marketing.
3. Explain the nature of Tourism.

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4. Write short note on Hotel services and facilities.
5. Briefly explain the Medical transcription service.
6. Distinguish between Life insurance and General insurance.
7. Briefly explain the recent trends in Indian Banking Services.
8. What are the functions of travel agents ?

SECTION – C

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

(3×15=45)

9. Explain the components of Tourism Marketing Mix.
10. Explain the different stages of Guest cycle.
11. Explain the various facilities provided by modern Hospitals.
12. Describe the strategies for matching demand and supply in Service Industry.
13. Explain the GAP model for improving the service quality.

SECTION – D

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

(1×10=10)

14. Explain the nature of Services.
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