



KA-3571

Third Year B. B. A. (Sem. V) Examination
October/November – 2012
Service Management

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशविक - निशानीवाणी विगतो उत्तरवडी पर अवश्य दभववी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
THIRD YEAR B. B. A. (SEM. 5)

Name of the Subject :
SERVICE MANAGEMENT

Subject Code No. : **3 5 7 1** -Section No. (1, 2,.....) **NIL**

Seat No. :

Student's Signature

- (2) All questions are compulsory.
(3) Figures to the right indicate full marks for the questions.

- 1 (a) What are the challenges faced by Service Sector in India ? 7
(b) Explain various characteristics of Service. 7

- 2 (a) Explain branding of services. 7
(b) Write a note on marketing communication mix with special reference to services. 7

OR

- 2 (a) Explain nonmonetary costs in services business. 7
(b) Discuss intermediaries in delivery of services. 7
- 3 (a) Explain role of Employee in Service Delivery. 7
(b) Explain any four dimensions of Service Environment in detail. 7

OR

- 3 (a) Explain Service Leadership and Culture in detail. 7
(b) Explain various ways of defining and measuring Productivity in Service. 7

4 Name various types of GAPS arises in Service Design and Delivery. Explain them in detail. Also mention proposed solutions to eliminate GAPS. 14

OR

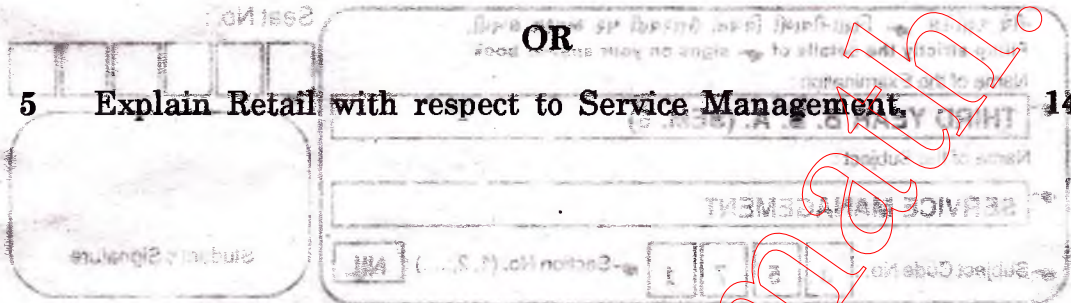
4 (a) Explain Yield Management in detail. 7

(b) Explain various Demand Patterns in detail. 7

5 Explain Banking with respect to Service Management. 14

OR

5 Explain Retail with respect to Service Management. 14



(3) Figures to the right indicate full marks for the questions.
(3) All questions are compulsory.

1 (a) What are the challenges faced by Service Sector in India? 7

(b) Explain various characteristics of Service. 7

2 (a) Explain branding of services. 7

(b) Write a note on marketing communication mix with special reference to services. 7

OR

2 (a) Explain nonmonetary costs in services business. 7

(b) Discuss interrelatedness in delivery of services. 7

3 (a) Explain role of Employee in Service Delivery. 7

(b) Explain any four dimensions of Service Environment in detail. 7

OR

3 (a) Explain Service Leadership and Culture in detail. 7

(b) Explain various ways of defining and measuring Productivity in Service. 7