



KA-3571

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

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

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|--|---|--|--|--|--|--|--|
| <p>नीचे दशांशवेल निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p>THIRD YEAR B. B. A. (SEM. 5)</p> <p>Name of the Subject :</p> <p>SERVICE MANAGEMENT</p> <p>Subject Code No. : 3 5 7 1 Section No. (1, 2,.....) : NIL</p> | <p>Seat No. :</p> <table border="1"> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table> <p>Student's Signature</p> | | | | | | |
| | | | | | | | |

(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

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Name of the Subject: SERVICE MANAGEMENT
Subject Code No. 3 5 7 1
Section No. (1, 2, ...): NIL

Seat No. _____
Signature _____

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