

IV Semester B.B.A. Examination, May 2016  
(Fresh) (CBCS) (Semester Scheme)  
(2015 – 16 & Onwards)

**BUSINESS ADMINISTRATION**  
**Paper – 4.5 : Service Management**

Time : 3 Hours

Max. Marks : 70

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

**SECTION – A**

Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

1. a) Define services.
- b) Expand NHB and GIC.
- c) What do you mean by Tourism Management ?
- d) What is meant by occupancy rate in hotel industry ?
- e) What is Franchising ?
- f) What do you mean by customer loyalty ?
- g) List out any four health care services.

**SECTION – B**

Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**

2. What are the merits of E-banking ?
3. Discuss briefly the significance of tourism.
4. Explain the benefits of mutual funds.
5. Write a note on job opportunities in ITES.
6. Distinguish between goods and services.

P.T.O.



SECTION - C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3x14=42)

7. Explain the various classification of services.
8. What is housing finance ? Explain the housing intermediaries in India.
9. Explain the various life insurance products.
10. Explain the marketing aspects of mutual funds.
11. Explain the various marketing mix for hospitality industry.

SECTION - B

(3x6=18)

2. What are the merits of E-banking ?
3. Discuss briefly the significance of tourism.
4. Explain the benefits of mutual funds.
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6. Distinguish between goods and services.