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IV Semester B.B.A. Degree Examination, September - 2021

BUSINESS ADMINISTRATION

Services Management

(CBCS Scheme Repeaters)

Paper - 4.5

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) Answers should be written in **English** only.

SECTION - A

Answer any **FIVE** sub-questions. Each sub-question carries 2 marks.

(5×2=10)

1. a) Define services.
b) List out any four Health care services.
c) What is GAP Model?
d) Define Insurance.
e) Define Tourism.
f) List out any two Hospital Extension Services.
g) What are the four different types of hotels?

SECTION - B

Answer any **THREE** questions. Each question carries 6 marks.

(3×6=18)

2. Briefly explain the differences between products and services.
3. Discuss briefly the Recent Trends in Tourism.
4. Explain the Role of customer in Service delivery process.
5. Write the important features of life insurance policy.
6. Briefly explain the types of ITES.

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SECTION - C

Answer any **THREE** questions. Each question carries 14 marks.

(3×14=42)

7. Explain in detail the “7Ps” of service marketing.
8. “Tourism helps for the Economic development of a country? Explain.
9. Explain in detail recent trends in Banking.
10. Briefly explain the products of Life Insurance.
11. Explain the various classification of Services.

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