

B.B.A. (CBCS Pattern) Semester-V
UCB4C02 - Service Sector Management-I

P. Pages : 1

Time : Three Hours



GUG/W/24/13029

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Discuss the classification of services. 8
b) Explain the nature & scope of service sector management. 8

OR

- c) Discuss the role of services in the economy. 16

2. a) Give the scope for customization and its judgment. 8
b) Concept of demand and supply of service delivery. 8

OR

- c) Describe the different schemes of service classification and nature of service act. 16

3. a) Discuss the specific international services. 8
b) Explain the Globalization of service industry. 8

OR

- c) Write the strategic implementations and launching of service in the international market. 16

4. a) State the role of bench marking to service forces. 8
b) Discuss the degree of process complexity. 8

OR

- c) What is the role of technology in improving service productivity? 16

5. Write short answers-

- a) Blue Print 4
b) Globalization and corporate culture. 4
c) Process layout. 4
d) Characteristics of services. 4
