

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

P. Pages : 1

Time : Three Hours



GUG/S/23/13029

Max. Marks : 80

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

1. a) Explain the classification of services. 8
b) State the Role of services in the economy. 8

OR

- c) Write the meaning of services. Explain the difference between goods and services. 16
2. a) Explain the relationship of service organization with the customer. 8
b) State the nature of demand and supply of service delivery. 8

OR

- c) Write the different schemes of classification & nature of service act. 16
3. a) State the corporate culture. 8
b) Explain the Global brand dominance in the service industry. 8

OR

- c) Write the strategic implementations and launching of service in the international market. 16
4. a) Explain the designing the service forces. 8
b) State the role of technology in improving service productivity. 8

OR

- c) Elaborate systems approach to improve service productivity. 16
5. Write short note:
a) Characteristics of services. 4
b) Scope of customization. 4
c) Global service marketing. 4
d) Degree of process complexity. 4
