

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

P. Pages : 1

Time : Three Hours



GUG/W/22/13029

Max. Marks : 80

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

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| 1. | a) Define services. Explain the characteristics of services. | 8 |
| | b) Distinguish between goods and services. | 8 |
| OR | | |
| | c) Discuss the role of services in the economy. | 16 |
| 2. | a) Describe the scope of customization and its judgment. | 8 |
| | b) Write the nature 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) Write about the launching of service in the international market. | 8 |
| | b) State the strategic implementation of international service marketing | 8 |
| OR | | |
| | c) Discuss the challenges in successful global service marketing. | 16 |
| 4. | a) Write the spectrum of forces and services design options. | 8 |
| | b) Describe the designing of the service forces and usage of service. | 8 |
| OR | | |
| | c) Discuss services productivity and role of technology in improving service productivity. | 16 |
| 5. | Write a short note on: | |
| | a) Health care service | 4 |
| | b) Relationship of service organization with the customer. | 4 |
| | c) Globalization and corporate culture. | 4 |
| | d) Blue prints. | 4 |
