

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

P. Pages : 1

Time : Three Hours



GUG/S/25/13029

Max. Marks : 80

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

1. a) Define services. Explain the features of service. 8
b) What is role of service in the economy. 8
- OR**
- c) Describe the difference between Goods and services. 16
2. a) Discuss the various schemes of classification. 8
b) Discuss the relationship between service organization and customer. 8
- OR**
- c) Explain the nature of demand and supply of service in details. 16
3. a) State the challenges for global services marketing to successful global services marketing. 8
b) Explain the specific international services. 8
- OR**
- c) Explain the strategies implementation of international services marketing. 16
4. a) What are the content for designing the service. 8
b) How do you motivate service design options usages of service faces. 8
- OR**
- c) Elaborate the system approach to improve service productivity. 16
5. Write short note
- a) Importance of services. 4
b) Scope for customization. 4
c) Corporate culture. 4
d) Bench marking. 4
