

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

P. Pages : 1

Time : Three Hours



GUG/S/24/13029

Max. Marks : 80

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

1. a) Explain the difference between goods & services. 8  
b) Explain the nature & scope of service sector management. 8

**OR**

- c) Write the characteristics of services. Discuss the classification of services. 16  
2. a) State the scope for customization & its judgment. 8  
b) Concept of demand and supply of service delivery. 8

**OR**

- c) Explain nature of service act & relationship of service organization with the customer. 16  
3. a) Explain the launching of service in the international market. 8  
b) State the challenges to global service marketing. 8

**OR**

- c) Explain in detail the importance and strategies implementation of international service marketing. 16  
4. a) Explain in detail the process flow chart. 8  
b) Explain designing the service forces and usage of service. 8

**OR**

- c) Explain the system approach to improve service productivity. 16  
5. Write short note.  
a) Role of services in the economy. 4  
b) Different scheme of classification. 4  
c) Corporate culture. 4  
d) Role of bench marking to service forces. 4

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