

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

- 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**
