

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

P. Pages : 1

Time : Three Hours



**GUG/W/23/13029**

Max. Marks : 80

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

1. a) Discuss the characteristics of services. 8  
b) Which are the differences between goods & services? 8

**OR**

- c) What is the role of services in economy? Discuss in detail. 16  
2. a) Explain the nature of service act. 8  
b) Give the scope for customization and its judgement. 8

**OR**

- c) What is the nature of demand and supply of service delivery? Explain in detail. 16  
3. a) Explain launching of service in international market? 8  
b) Which are the challenges of Global service marketing? 8

**OR**

- c) What do you mean by global brand dominance? Which are the impacts of it on service industry? 16  
4. a) Explain the process flow charts with suitable example. 8  
b) Explain the system approach to improve the service productivity. 8

**OR**

- c) What is the role of technology in improving service productivity? 16  
5. Give short answer on.  
a) Classification of services. 4  
b) Relation of service organization with customer. 4  
c) Corporate culture. 4  
d) Spectrum of forces. 4

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