

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

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- 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
