

Total No. of Questions : 6]

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**B. B. A. ( Semester - IV ) Examination - 2009**

**SERVICES MANAGEMENT**

**(2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

***Instructions :***

*(1) Question No. 1 is compulsory.*

*(2) Attempt **any four** out of the remaining.*

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**Q.1) (A)** “Services plays an important role in Daily Life.” Discuss. **[10]**

**(B)** Discuss difference between ‘Tangible’ and ‘Intangible’ Products. **[10]**

**Q.2)** Discuss ‘Insurance Sector’ in detail and enlist its major players in India. **[15]**

**Q.3)** What are the challenges faced by Service Industry in India ? **[15]**

**Q.4)** Explain various Equities Services. **[15]**

**Q.5)** Write detailed note on Technology Transfer. **[15]**

**Q.6)** Write short notes : **(Any Three)** **[15]**

**(a)** Services Marketing Environment

**(b)** Nature of Demand and Supply in Service Industry

**(c)** ISO

**(d)** Demographic Changes

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