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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.*

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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