



**KA-3571**

**Third Year B. B. A. (Sem. V) Examination**  
**October/November – 2012**  
**Service Management**

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य दजवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="THIRD YEAR B. B. A. (SEM. 5)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="SERVICE MANAGEMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="7"/> <input type="text" value="1"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	<input type="text"/>
	Student's Signature

(2) All questions are compulsory.

(3) Figures to the right indicate full marks for the questions.

- 1 (a) What are the challenges faced by Service Sector in India ? 7  
(b) Explain various characteristics of Service. 7
- 2 (a) Explain branding of services. 7  
(b) Write a note on marketing communication mix with special reference to services. 7

**OR**

- 2 (a) Explain nonmonetary costs in services business. 7  
(b) Discuss intermediaries in delivery of services. 7
- 3 (a) Explain role of Employee in Service Delivery. 7  
(b) Explain any four dimensions of Service Environment in detail. 7

**OR**

- 3 (a) Explain Service Leadership and Culture in detail. 7  
(b) Explain various ways of defining and measuring Productivity in Service. 7

4 Name various types of GAPS arises in Service Design and Delivery. Explain them in detail. Also mention proposed solutions to eliminate GAPS. 14

**OR**

4 (a) Explain Yield Management in detail. 7

(b) Explain various Demand Patterns in detail. 7

5 Explain Banking with respect to Service Management. 14

**OR**

5 Explain Retail with respect to Service Management. 14

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