



SM – 529

IV Semester B.B.A. Examination, May/June 2018
(CBCS) (Freshers + Repeaters) (2015 – 2016 and Onwards)
BUSINESS ADMINISTRATION
Paper 4.5 : Service Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English only**.

SECTION – A

1. Answer **any 5** sub-questions. **Each** sub-question carries **2** marks. (5×2=10)
- a) Define services.
 - b) What do you understand by service blue print ?
 - c) List out any four players in health care sector.
 - d) What is service marketing mix ?
 - e) Define tourist.
 - f) Give the meaning of “uberrima fidei”.
 - g) List out any two hospital extension services.

SECTION – B

- Answer **any 3** questions. **Each** sub-question carries **6** marks. (3×6=18)
- 2. Discuss the role of services in the growth of economy.
 - 3. Differentiate between physical goods and services.
 - 4. List out the functions of a travel agent.
 - 5. Bring out the problems associated with health care services.
 - 6. Discuss the role of ITES in the growth of economy.

P.T.O.



SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. Explain in detail the characteristics of services.
8. Discuss in detail SERVQUAL in identifying the gaps in service quality and measures to fill those gaps so as to offer better satisfaction to customer.
9. Write an essay on tourism marketing mix.
10. Explain in detail recent trends in banking.
11. Give a detailed note on role played by
 - a) Midwives
 - b) Medical transcription
 - c) Pharmacy in promoting health care.