

Total No. of Questions : 3]

SEAT No. :

PB1504

[6227]-605

[Total No. of Pages : 3

T.Y. B.B.A. (International Business)

**A - 605 : INTERNATIONAL SERVICE MANAGEMENT - I
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicates full marks.*

Q1) Compulsory Question: (Objective Type Questions).

A) Multiple Choice Questions.

[5]

- a) What is the main reason for difficulties in service marketing?
 - i) Availability
 - ii) Perishability
 - iii) Variability
 - iv) Intangibility
- b) The AIDA Model developed by Elias St. Lewis in 1898 does not comprise of.
 - i) Determination
 - ii) Desire
 - iii) Action
 - iv) Attention
- c) The Market Penetration rate is defined as?
 - i) Number of Customers/ Size of market \times 1000
 - ii) Number of Customers/ Size of market \times 100
 - iii) Number of Products/ Size of market \times 100
 - iv) Number of Products/ Size of market \times 1000

P.T.O.

- d) What contributes to the growth of the service sector?
- i) Decreased consumer demand
 - ii) Technological advancements and globalization
 - iii) Reduced urbanization
 - iv) Limited outsourcing
- e) Which of the following is a components of internal marketing in services?
- i) Pricing strategies
 - ii) Employee training and development
 - iii) Market segmentation
 - iv) Distribution channels

B) Match the pairs: [5]

Group A

Group B

- | | |
|-----------------------------------|---|
| a) Service Employee | i Broken Promises |
| b) Inseparability | ii Characteristics of Services |
| c) Rapid Advance
in Technology | iii Evaluation of Alternatives |
| d) DecisionMaking
process | iv Reasons for growth of service sector |
| e) Service Failure | v Populariser |

Q2) Long answer questions (Any Two).

[20]

- a) Define Services. State reasons for growth of services in recent years.
- b) Explain the factors affecting consumer behaviour in the Services Sector.
- c) What is New Service Development? Explain eight stages in New Service Development.
- d) What is Service Quality? Explain guidelines for improving Service Quality of an organisation.

Q3) Write short notes on : (any four)

[20]

- a) Features of Characteristics of Services
- b) Types of Service Design
- c) AIDA model of Advertising
- d) Difference Between Internal Marketing & External Marketing
- e) Market Penetration
- f) Elements of Service Blueprinting

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