

Total No. of Questions : 4]

SEAT No. :

P1857

[Total No. of Pages : 2

[6033]-308

S.Y.B.B.A.

**305 - D : FUNDAMENTALS OF SERVICES MANAGEMENT
(2019 CBCS Pattern) (Semester -III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Neat diagrams must be drawn wherever necessary.

Q1) A) Multiple Choice Questions. [5]

- a) All of the following are examples of services EXCEPT:
 - i) Banking
 - ii) Hotels and motels
 - iii) Tax preparation
 - iv) Computer software
- b) Services can not be stored. This describes the _____ characteristic of services.
 - i) Intangibility
 - ii) Variability
 - iii) Inseparability
 - iv) Inconsistency
- c) Added features to an offering are called _____ service features.
 - i) Expected
 - ii) Augmented
 - iii) Secondary
 - iv) Perceived
- d) The extended marketing mix for services includes : People, Processes and _____.
 - i) Product
 - ii) Place
 - iii) Physical Evidence
 - iv) Promotion
- e) Tertiary Sector is also called _____.
 - i) Operational Sector
 - ii) Service Sector
 - iii) Managing Sector
 - iv) None of the above

P.T.O.

B) Match the pairs. [5]

A	B
Physical evidence	Process of classification of target market
Service blueprint	Indication of conduction of service
Segmentation	Roadmap of service delivery process
Six Market model	Reduction in industrial accidents
Safe working environment	Relationship marketing

Q2) Long Answer questions (Attempt any 1 out of 2) [10]

- Define the term services. Explain the classification of services.
- Explain in detail the various promotion tools used for services marketing.

Q3) Long Answer questions (attempt any 1 out of 2) [10]

- Explain in detail the six market model.
- Explain the PESTEL factors with regards to services

Q4) Short notes (Attempt any 4 out of 6) [4×5=20]

- Importance of service industry
- Factors affecting choice of distribution channels
- Physical evidence
- Service blueprint
- Characteristics of services
- Globalization in the service industry

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