

Total No. of Questions : 4]

SEAT No. :

P-5954

[Total No. of Pages : 2

[6143]-308

S.Y. B.B.A.

**D305 : FUNDAMENTALS OF SERVICE MANAGEMENT
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks :

[5]

- i) _____ are economic activities that create value and provide benefits for customers.
 - a) Product
 - b) Services
 - c) Management
- ii) _____ is the characteristics of services.
 - a) Intangibility
 - b) Physical existence
 - c) Homogeneity
- iii) The last stage of Product life cycle is _____.
 - a) Growth
 - b) Decline
 - c) Maturity
- iv) _____ is any paid form of non-personal presentation and promotion of services by an identified individual or organisation.
 - a) Public relation
 - b) Marketing
 - c) Advertising

P.T.O.

v) Service facility design refers to the design of the physical layout of the facilities where the _____ is delivered.

- a) service
- b) money
- c) customers

B) Match the pairs . [5]

Group A

- i) Service Design
- ii) Marketing Activity
- iii) Franchise
- iv) Quasi retailing
- v) Services

Group B

- a) Accounting and Tax services
- b) Driving schools
- c) Physical layout
- d) Inseparable
- e) Sales Promotion

Q2) How are services classified? Elaborate. [10]

OR

Explain the characteristics of services in detail.

Q3) State and explain the stages in Product life cycle. [10]

OR

State and explain the purpose of Promotion in Services Marketing.

Q4) Write short notes (any 4) : [20]

- a) Impact of globalization on services
- b) Methods of distributing services
- c) Importance of service design
- d) Micro and Macro services
- e) Problems faced by service Industries.
- f) Market analysis

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