

Total No. of Questions : 4]

SEAT No. :

**PC1105**

[Total No. of Pages : 2

[6316]-108

**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) Choose the correct option: [5]**

- a) \_\_\_\_\_ are economic activities that create value and provide benefits for customers.
- |                 |                       |
|-----------------|-----------------------|
| i) Product      | ii) Services          |
| iii) Management | iv) None of the above |
- b) \_\_\_\_\_ is the characteristics of services
- |                  |                        |
|------------------|------------------------|
| i) Intangibility | ii) Physical existence |
| iii) Homogeneity | iv) Separability       |
- c) The first stage of Product life cycle is \_\_\_\_\_
- |               |               |
|---------------|---------------|
| i) Growth     | ii) Decline   |
| iii) Maturity | iv) Inception |
- d) \_\_\_\_\_ is any paid form of non-personal presentation and promotion of services by an identified individual or organisation
- |                    |               |
|--------------------|---------------|
| i) Public relation | ii) Marketing |
| iii) Advertising   |               |
- e) Service facility design refers to the design of the physical layout of the facilities where the \_\_\_\_\_ is delivered
- |                |            |
|----------------|------------|
| i) Service     | ii) Money  |
| iii) Customers | iv) Access |

**P.T.O.**

B) Match the pairs [5]

Group A	Group B
a) Service Design	i) Accounting and Tax services
b) Marketing Activity	ii) Driving schools
c) Franchise	ii) Physical layout
d) Quasi retailing	iv) Inseparable
e) Services	v) Sales Promotion

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

- a) Define the term services. Explain challenges of service sector.
- b) Explain in detail the objectives of promotion.

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

- a) Explain in detail the various bases of market segmentation.
- b) Explain physical evidence and its importance.

**Q4)** Short notes (Attempt any 4 out of 6) [20]

- a) Service management
- b) Product life cycle
- c) Role of Physical evidence
- d) Importance of market analysis
- e) Customer service
- f) Impact of new economic policy on the service industry

