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SEAT No. :

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[6316]-413

T.Y. B.B.A.

**D 606 : Recent Trends in Services and Project  
(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 indicate full marks.*

**Q1) Compulsory Question: (Objective Type Questions) [10]**

**A) Multiple choice question: [5]**

- i) Distinct characteristic of services is \_\_\_\_\_
  - a) Intangibility
  - b) Inseparability
  - c) Variability
  - d) Perishability
- ii) Customer satisfaction can be defined by comparing.
  - a) Predicted service and desired service
  - b) Predicted service and desired service.
  - c) Desired service and perceived service
  - d) Adequate service and perceived service
- iii) Service consumers tend to be more brand loyal than goods consumers because .
  - a) More choices are available
  - b) Brand loyalty lowers the amount of perceived risk
  - c) Each service provider provides many brands
  - d) Location of the provider is the major driver in the consumer selection process
- iv) The service Industry has several emerging trends that organizations need to be aware of. Which of these should organizations keep a lookout for?
  - a) New competitors entering the marketplace
  - b) Advances in the internet
  - c) Heightened customer expectations
  - d) Advances in e-commerce.

**P.T.O.**

- v) Customers ultimately determine the services by\_\_\_\_\_
  - a) The type of competitors.
  - b) The levels of marketing effectiveness and operational efficiency
  - c) The cycle of fluctuations
  - d) The price of the competitors.

B) Answer in one sentence: [5]

- i) What is Self Service?
- ii) What do you mean by retail services?
- iii) Define Services.
- iv) What are educational services?
- v) What is an NGO?

**Q2) Long answer questions (Any two) [20]**

- a) Explain the importance of Globalization.
- b) Discuss the challenges of adopting new technology in service.
- c) Explain the need of retail services in detail.
- d) Explain the disadvantages of Franchising.

**Q3) Write short note on (any four) : [20]**

- a) Business development services.
- b) Development in Service Industries:
- c) Agriculture services
- d) IT enabled Services
- e) Differences between global services and Indian services
- f) Financial Services

