



64424

IV Semester B.B.A. Examination, September/October 2022

(CBCS)

BUSINESS ADMINISTRATION

4.5 : Services Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any 5** sub-questions. **Each** sub-question carries **2** marks.

(5×2=10)

1. a) What are pure services ?
- b) Who is a Tourist ?
- c) State the types of insurance.
- d) What do you mean by Market Segment ?
- e) What is a Motel ?
- f) What do you mean by Service Quality ?
- g) What is E-Banking ?



SECTION – B

Answer **any 3** questions. **Each** question carries **6** marks.

(3×6=18)

2. What are the functions of travel agents ?
3. State the advantages of medical transcription services in India.
4. Explain the different stages of guest cycle.
5. Explain the growth and types of ITES.
6. State the advantages of ATM.

SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. Define services and explain characteristic features of services.
 8. "Hospitals run smoothly and profitably because nurses play unique roles". Highlight.
 9. What are the various Ps of tourism marketing mix ? Discuss.
 10. Explain various General Insurance products in India.
 11. Explain in detail recent trends in Banking.
-