



SN – 404

III Semester B.B.M. Examination, Nov./Dec. 2014
(2013-14 and Onwards) (F + R) (New Syllabus)
BUSINESS MANAGEMENT
3.5 : Service Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer **any 8** sub-questions. **Each** carries **two** marks. (8×2=16)
- a) What is educational service ?
 - b) What is franchising ?
 - c) What is medical transcription ?
 - d) What is whole life policy ?
 - e) What is word of mouth communication ?
 - f) Who is a travel agent ?
 - g) What is back office process ?
 - h) What is market segmentation ?
 - i) Define insurance.
 - j) What is customer loyalty ?

SECTION – B

- Answer **any three** of the following questions. **Each** carries **8** marks. (3×8=24)
- 2. Write a note on market segmentation in tourism.
 - 3. Explain briefly the classification of services.
 - 4. Analyse the role of services in an economy.
 - 5. Explain the benefits of mutual funds.

P.T.O.



SECTION – C

Answer Q. No. **10** and **3** of the remaining. **Each** question carries **fifteen** marks.

(4×15=60)

6. Explain the measures taken by RBI to strengthen the operations of banks.
7. Explain the features and importance of Financial services.
8. Explain the different types of services.
9. How do you promote tourism in India ?
10. What is health care service ? Explain Hospital Extension Services.