

**ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)**  
**IV SEMESTER BBA EXAMINATIONS - APRIL 2018**

**SERVICES MANAGEMENT**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

**I) Answer any TEN of the following questions. (10x3=30)**

1. Bring out your understanding of 'Services Marketing'.
2. Give the meaning of Service.
3. Describe 'Process' in a service set-up.
4. Define 'Franchising'.
5. What do you understand by the term 'Ultimate User'? Give suitable examples to substantiate your answer.
6. Expand:
  - a) UGC
  - b) NAAC
  - c) MHRD
7. Give the meaning of Travel Agency.
8. What do you understand by the term Medical tourism?
9. Describe Service concept.
10. What do you mean by Hospital?
11. Describe a Service Blue-print.
12. Name the elements of Tourism Marketing Mix.

**SECTION - B**

**II) Answer any FOUR of the following questions. (4x5=20)**

13. Narrate the essential and administration services of a Hospital.
14. Describe the characteristics of Services.
15. Briefly explain the strategies followed by service firms when demand and capacity cannot be matched.
16. Evaluate nature of Tourism.
17. Bring out five advantages of educational services.
18. Explain various factors contributing to the growth of Service Sector.

**SECTION - C**

**III) Answer any TWO of the following questions. (2x10=20)**

19. Explain in detail the Service Marketing Mix.
20. State the differences between goods and services.
21. Evaluate the various classifications of Hotels.
22. Discuss the dimensions of Service Quality.