

Total No. of Questions : 4]

SEAT No. :

PB-1415

[Total No. of Pages : 2

[6225]-308

S.Y. B.B.A.

**305D: Fundamentals of Services 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) Multiple Choice Questions [5]

- i) Which of the following is not an element of people?
 - a) Motivation
 - b) Teamwork
 - c) Target achievement
 - d) All of the above are elements of People.
- ii) Services are characterized by all of the following characteristics except for
 - a) Intangibility
 - b) Variability
 - c) Inseparability
 - d) Homogeneity
- iii) Added features to an offering are called _____ service features
 - a) Expected
 - b) Augmented
 - c) Secondary
 - d) Perceived
- iv) The 4p's of marketing include
 - a) Product
 - b) Place
 - c) Promotion
 - d) All of the above

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v) Focusing the firms marketing efforts toward the existing customer base is called

- a) Conquest retention
- b) Customer retention
- c) Courteous retention
- d) None of the above

B. Match the pairs: [5]

A	B
Physical evidence	Demographic segmentation
Service blueprint	Tangible elements of a service
Segmentation	Consumer guidelines for a service process
Six Market model	Reduction in industrial accidents
Safe working environment	Payne and Holt

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

- a) Define the term services. Explain the functions of service management.
- b) Explain in detail the objectives of promotion in services marketing.

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

- a) Explain in detail the various bases of market segmentation.
- b) Explain the PESTEL factors with regards to services

Q4) Short notes (Attempt any 4 out of 6) : [4 × 5 = 20]

- a) Challenges of service industry
- b) Product life cycle
- c) Physical evidence
- d) Importance of market analysis
- e) Characteristics of services
- f) Impact of new economic policy on the service industry

