

Total No. of Questions : 4]

SEAT No. :

PD1395

[6440]-508

[Total No. of Pages : 2

S.Y. B.B.A.

**D - 305 : 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]

- a) Services cannot be stored. This describes the _____.
 - i) Intangibility
 - ii) Variability
 - iii) Perishability
 - iv) None of these
- b) SSTS refers to _____.
 - i) Service Standards Testing
 - ii) Self Service Technologies
 - iii) Standard Service Technologies
 - iv) None of the above
- c) The services that a customer expects are caused as _____ service package.
 - i) Expected
 - ii) Augmented
 - iii) Primary
 - iv) Secondary
- d) Extended marketing mix includes people, physical evidence & _____.
 - i) Process
 - ii) Promotion
 - iii) Product
 - iv) Price
- e) Which of the following is not an element of physical evidence?
 - i) Employee dress
 - ii) Employee training
 - iii) Equipment
 - iv) Facility Design

P.T.O.

B) Match the pairs : [5]

- | A | B |
|-------------------------|---|
| a) Process mix | (i) Linking profit to customer satisfaction |
| b) Services cape | (ii) No human interaction |
| c) Electronic channels | (iii) Measure of service quality |
| d) Reliability | (iv) Flow of activites |
| e) Service profit chain | (v) Physical facility where service is produced |

Q2) Answer any one out of 2 long answers questions : [10]

- a) Explain the importance growth & development of service sector in India.
- b) Explain the objectives of Sales Promotion in detail.

Q3) Answer any one out of 2 long answers questions : [10]

- a) Explain in detail how macro & micro environment affects services.
- b) Elaborate the impact of globalisation on services.

Q4) Short notes (any 4 out of 6) : [20]

- a) Six market model
- b) Promotion mix
- c) Benefits of service blue print
- d) Service market analysis
- e) Product life cycle
- f) Difference between product & service

