

Total No. of Questions : 3]

SEAT No. :

PD-1422

[Total No. of Pages : 2

[6440]-713

T.Y. B.B.A.

PERMISSION & LEGAL ASPECTS IN SERVICES

D 506 : Legal Aspects in Services

(2019 Pattern) (Semester - V)

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 :

[6]

- i) Which of the following is not services?
 - a) Insurance
 - b) Mail delivery
 - c) Medical checkup
 - d) None of these
- ii) Charging customers different price for the same services is called.
 - a) Price discrimination
 - b) Supply & demand
 - c) Complementary
 - d) Substitute
- iii) Which one of the following is not an online travel agency?
 - a) yatra.com
 - b) make my trip.com
 - c) myntra.com
 - d) IRCTC.com
- iv) Who is the father of Travel Agency Business?
 - a) Thomas cook
 - b) Jeena & company
 - c) Lee & muirhead
 - d) Cox & Kings
- v) Who is responsible for establishing plans related to emergency communication, employee safety training, fire & guest safety.
 - a) Head of front office
 - b) Head of Financial dept.
 - c) Head of Room services
 - d) Safety & security manager
- vi) The most basic level of any services product is called as
 - a) Augmented
 - b) Expected
 - c) Core
 - d) Potential

P.T.O.

B) Fill in the blanks : **[6]**

- i) _____ is the type of travel agent that deals with all kind of services.
 - a) Full service agency
 - b) Travel agent
 - b) Tour operator
 - d) Ground operator
- ii) WTTC means _____
 - a) World tour & travel council
 - b) World travel & trade council
 - c) World travel & tourism council
 - d) World tourism & trade council
- iii) Travel consist of _____ key elements.
 - a) Transportation
 - b) Lodging
 - c) Pre-Planning services
 - d) All of above
- iv) Services can not be stored, this describes the _____ characteristics of services.
 - a) Variability
 - b) Insperability
 - c) Inconsistancy
 - d) Perishability
- v) The service that customer is expecting is called the _____ service package.
 - a) Augmented
 - b) Primary
 - c) Secondary
 - d) Perceived
- vi) _____ describes the employees skills in serving that client
 - a) Internal marketing
 - b) External marketing
 - b) Relationship marketing
 - d) Interactive marketing

Q2) Short Note (Attempt any Three) : **[3 × 6 = 18]**

- a) Define services & its characteristics.
- b) Services Agreement.
- c) Travel Agency.
- d) Marketing mix for services.

Q3) Long answer (Attempt any Two) : **[2 × 10 = 20]**

- a) Define services. Explain in details nature & role of services marketing.
- b) What is tour package? What are the elements of tour package?
- c) Define tour operator. What are the types of tour operators?
- d) What are the security challenges & solution for the hospitality industry?

