

Total No. of Questions : 3]

SEAT No. :

PB-1458

[Total No. of Pages : 2

[6225]-613

T.Y. B.B.A.

**606 D : RECENT TRENDS IN SERVICES & PROJECT
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50]

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Compulsory Question: (Objective Type Questions) [10]

A) Multiple Choice Questions : [5 × 1 = 5]

- i) The legal staff, computer operators and accountants are the examples of services of
 - a) Government sector
 - b) Private non-profit sector
 - c) Manufacturing sector
 - d) Business sector
- ii) Which sector has not benefited from the policy of globalization?
 - a) Agricultural Sector
 - b) Manufacturing Sector
 - c) Service Sector
 - d) All of the above
- iii) “Every business is a service business”- Who quoted this sentence?
 - a) Philip Kotler
 - b) Gary Hamel
 - c) Ravi Shankar
 - d) Ramaswamy & Namakumari
- iv) Charging customers different prices for essentially the same service is called
 - a) Price discrimination
 - b) Supply and demand.
 - c) Complementary
 - d) Substitutes.
- v) Services are characterized by all of the following characteristics except for
 - a) Intangibility
 - b) Homogeneity
 - c) Perishability
 - d) Inseparability

P.T.O.

B) Answer in one sentence : **[5 × 1 = 5]**

- i) What do you mean by E-services?
- ii) What is Rural Enterprise?
- iii) What is Franchising?
- iv) What is Hospitality?
- v) What do you mean by Logistics?

Q2) Long Answer questions (Attempt any 2) **[20]**

- a) Explain the types of services in detail.
- b) Explain the challenges of the service industry.
- c) Explain the role of technology in the service sector.
- d) Discuss the advantages of Franchising.

Q3) Write short notes on (any four): **[20]**

- a) Automation in services
- b) Concept of Self-service
- c) Service enterprises
- d) Globalization of services.
- e) Clustered service
- f) Professional Services

