

III Semester B.B.M. Examination, November/December 2009
(Semester Scheme)

BUSINESS MANAGEMENT

3.5 : Service Management

Time : 3 Hours

Max. Marks : 90

Instruction : Answer should be written completely in English.

1. Answer **any 10** questions. **Each** question carries **2** marks. (10×2=20)
- a) What do you mean by health care services ?
 - b) What is heritage hotel ?
 - c) Define tourism.
 - d) State the service design elements.
 - e) What is relationship marketing ?
 - f) Define service marketing mix.
 - g) What is pure service ?
 - h) Mention the categories of patients in a hotel.
 - i) How do you classify hotel on the basis of standard ?
 - j) Who is a tour operator ?
 - k) What do you mean by service productivity ?
 - l) What is customer loyalty ?

Answer **any 5** questions. **Each** question carries **5** marks. (5×5=25)

2. What are the paramedical services of a hospital ?
3. Describe the guest cycle.
4. Who is a travel agent ? What are his functions ?



5. Write a note on long term and short term capacity planning.
6. Explain briefly the stages of development of customer relationship.
7. Analyse the role of services in an economy.
8. Bring out the importance of marketing mix in services marketing.
9. Explain the factors affecting price strategy in a hotel.

Answer **any three** questions. **Each** carries **15** marks.

10. Write a note on growth and development of Hotel Industry in India
 11. Explain the service marketing mix of tourism services.
 12. Explain the different methods of classification of services.
 13. Explain special issues of pricing in a Service Sector.
 14. Describe the factors influencing buyer's characteristics.
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