



US – 535

IV Semester B.B.A. Examination, May 2017  
(CBCS) (Freshers + Repeaters) (2015-16 and Onwards)  
**BUSINESS ADMINISTRATION**  
**Paper – 4.5 : Service Management**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in **English** only.

SECTION – A

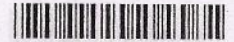
1. Answer **any 5** sub-questions. **Each** sub-question carries **2** marks : **(5×2=10)**
- What is service marketing ?
  - Give the meaning of service Management.
  - Why people go on tour ?
  - What is Marine insurance ?
  - What do you understand by Foreign Banks ?
  - Who is a midwife ?
  - List out any 4 health care services.

SECTION – B

Answer **any 3** questions. **Each** question carries **6** marks. **(3×6=18)**

- Write a note on job opportunities in ITES.
- Write the important features of Life Insurance Policy.
- Why travel guide required ? Mention the qualities of good guide.
- Distinguish between goods marketing and services marketing.
- Write a note on features of services.

P.T.O.



## SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks :

(3×14=42)

7. Explain in detail the “7Ps” of service marketing.
8. Explain the various classification of services.
9. “Tourism helps for the Economic development of a country” – Explain.
10. Explain the various types of Life Insurance Policies.
11. Briefly explain the role of hospitals in providing medical services.