

**GS-523**

IV Semester B.B.A. Examination, May/June - 2019

**BUSINESS ADMINISTRATION**
**4.5 Services Management  
(CBCS) (F+R) (2015-16 & Onwards)**

Time : 3 Hours

Max. Marks : 70

*Instruction : Answer should be written in English only***SECTION - A**Answer **any 5** sub-questions. Each sub-question carries **2** marks. **5x2=10**

1. (a) Mention the different 'Ps' in services Management.
- (b) What are "Pure services" ?
- (c) Who are Travel agents ?
- (d) Define Tourist.
- (e) What is General insurance ?
- (f) What is RTGS ?
- (g) Give the meaning of Hospital.

**SECTION - B**Answer **any 3** questions. Each question carries **6** marks. **3x6=18**

2. Analyse the role of services in an Economy.
3. Write a note on functions of travel agents.
4. Give a brief note on Motel.
5. Write notes on (a) Accepting deposits and (b) Issuing loans.
6. Explain the Marketing Mix of Hospital Services.

**SECTION - C**Answer **any 3** questions. Each question carries **14** marks. **3x14=42**

7. Critically examine the reasons for the growth of services Management.
8. Explain the part played by tourist operators and travel agents in the growth of Tourism.
9. Discuss various modern services of Banking.
10. Explain in details products of life insurance.
11. Write a note on Hospital Human Resources and Administration.