

B.B.A.(with Credits)-Regular-Semester 2012 Sem V  
**BBA341 - Service Sector Management Paper- I**

P. Pages : 1

Time : Three Hours



**GUG/W/16/2937**

Max. Marks : 80

- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) Define services. Write the characteristics of services. 8  
b) Distinguish between goods and services. 8

**OR**

- c) Discuss the role of services in the economy. 16  
2. a) Describe the different schemes of classifications. 8  
b) Explain the scope for customization. 8

**OR**

- c) Discuss the relationship of service organization with the customer. 16  
3. a) Discuss the challenges to global service marketing successful global service marketing. 8  
b) Explain the specific international services. 8

**OR**

- c) Discuss the globalization and corporate culture. 16  
4. a) Explain the designing the service forces and spectrum of forces. 8  
b) Write about the usage of service and blue prints. 8

**OR**

- c) Discuss the system approach to improve service productivity and role of technology in improving service productivity. 16  
5. Write a short note.  
a) Classification of services. 4  
b) Nature of demand and supply of service delivery. 4  
c) Global brand dominance in the service industry. 4  
d) Process flow charts. 4

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