



SE – 280

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IV Semester B.B.A. Examination, September 2020
(CBCS) (F+R)
(2015-16 and Onwards)
BUSINESS ADMINISTRATION
Paper – 4.5 : Services Management

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. (5×2=10)

1. a) What is perishability in services ?
- b) Give the meaning of Tourist.
- c) What do you mean by Resort Hotels ?
- d) What is Internet Banking ?
- e) Give the meaning of Health Care Services.
- f) What is Life Insurance ?
- g) Who are travel agents ?

SECTION – B

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

2. Give a brief note on functions of travel agents.
3. State the merits of ATM.
4. Explain the customer care in Hospitality Industry.
5. Explain the nature of service marketing.
6. What is tourism marketing mix ?

P.T.O.



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SECTION – C

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

(3×14=42)

7. Explain E-banking products and services.
 8. Discuss the impact of Tourism Development on the country.
 9. Explain various General Insurance in India.
 10. Write a note on Hospital Human Resources and Administration.
 11. Discuss the Growth and types of ITES.
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