

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

IV SEMESTER BBA EXAMINATIONS - APRIL 2019

SERVICES MANAGEMENT

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any TEN of the following questions. (10x3=30)

1. What is service management?
2. State three key roles of midwife in hospitals.
3. What is tourism? Mention two internationally recognized tourist spots in Karnataka.
4. State three core services offered by hotel industry.
5. Give the meaning of BPO with suitable example.
6. What is service gap? Mention any two major service gaps.
7. What are the differences between re-shoring, On-shoring and near shoring?
8. State three differences between goods and services.
9. State three types of services offered by the BPO industry.
10. What are the core services offered by education institutions?
11. State differences between hotel and motel.
12. Name three leading five star hotels in India.

SECTION - B

II) Answer any FOUR of the following questions. (4x5=20)

13. Define quality. Explain five service quality dimensions.
14. State five opportunities and challenges faced by educational industry in India.
15. Explain the roles and responsibilities of tour and travel agencies/operators.
16. What is SERQUAL? Present the model with brief explanation.

17. Briefly explain the emerging trends in educational industry.
18. Critically analyze the role of government in taking various policy initiatives in improving service sector in India

SECTION - C

III) Answer any TWO of the following questions. (2x10=20)

19. Explain the scope and features of services.
20. Describe the role 7 Ps in offering various facilities and services by hospitals.
21. Explain the concept of guest cycle and its various stages with suitable example.
22. Briefly explain the classification of BPO industry in India.