



MS – 485

IV Semester B.B.A. Examination, May 2016  
(Fresh) (CBCS) (Semester Scheme)  
(2015 – 16 & Onwards)  
**BUSINESS ADMINISTRATION**  
Paper – 4.5 : Service Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **two** marks. (5×2=10)

1. a) Define services.
- b) Expand NHB and GIC.
- c) What do you mean by Tourism Management ?
- d) What is meant by occupancy rate in hotel industry ?
- e) What is Franchising ?
- f) What do you mean by customer loyalty ?
- g) List out any four health care services.

SECTION – B

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

2. What are the merits of E-banking ?
3. Discuss briefly the significance of tourism.
4. Explain the benefits of mutual funds.
5. Write a note on job opportunities in ITES.
6. Distinguish between goods and services.

P.T.O.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Explain the various classification of services.
  8. What is housing finance ? Explain the housing intermediaries in India.
  9. Explain the various life insurance products.
  10. Explain the marketing aspects of mutual funds.
  11. Explain the various marketing mix for hospitality industry.
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