



NS – 501

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III Semester B.B.M. Degree Examination, November/December 2016  
(2013-14 and Onwards) (Repeaters)  
**BUSINESS MANAGEMENT**  
**3.5 : Service Management**

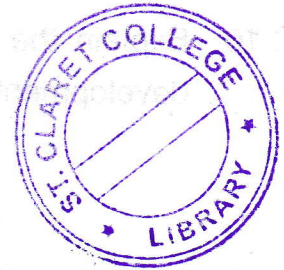
Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer **any eight** sub-questions. **Each** carries **2** marks. (8×2=16)
- Define Service.
  - What are the elements of marketing mix for services ?
  - What do you mean by 'marketing of package tour' ?
  - What is the basis of marketing segmentation for tourism ?
  - What are the types of insurance ?
  - List the important functions of banking companies.
  - Give the meaning of factoring.
  - What are mutual funds ?
  - Give the meaning of Hospital.
  - What are educational services ?



SECTION – B

Answer **any three** of the following questions. **Each** carries **8** marks. (3×8=24)

- What are the different issues need to be considered by the Educational Institutions in improving the quality of education ?
- Discuss briefly the classification of services.
- Write short notes on Nature of Tourism.
- Briefly explain the marketing mix in Medical Transcription Services.

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SECTION - C

Answer Q. No. 10 and **three** of the remaining. **Each** question carries **15** marks. (4×15=60)

6. What are the major sectors covered in service industry ? Explain any 3 in detail.
7. Define tourism marketing. Briefly explain the tourism marketing process.
8. Briefly explain the role and importance of hotels in promoting the tourism sector.
9. What do you understand by marketing of mutual funds ? Discuss its elements in detail.
10. Explain the role and importance of educational services in the economic development of the country.