

Total No. of Questions—5]

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Seat No.	
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**[4967]-5008**

**B.B.A. (Fifth Semester) EXAMINATION, 2016**  
**SERVICE SECTOR MANAGEMENT : MANAGEMENT OF SERVICES**  
**(Specialization—I)**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) Question No. 5 is compulsory question.  
(ii) Figures to the right indicate full marks.

1. Critically explain the dependency of manufacturing on services. [15]

*Or*

Define economic development. Explain the stages of economic development. [15]

2. Define classifying services. Explain in brief bases for classifying services. [15]

*Or*

Explain the below with reference to : [15]

- (a) Relationship of service organisation with customers
- (b) Relationship of service organisation with customization
- (c) Relationship of service organisation with Judgement in Service Delivery. [15]

3. Define waiting lines in services. Explain in detail the management of waiting lines in services. [15]

*Or*

What do you mean by queuing system ? Write in detail essential features of queuing systems. [15]

P.T.O.

4. What do you mean by Service Design ? Explain elements of service design. [15]

*Or*

Define Global services. Explain the Global services strategies. [15]

5. Write short notes on any *four* : [20]

- (a) Travel and Tourism
- (b) Service Package
- (c) Forecasting Demand Services
- (d) Technology in Services
- (e) Service-off-shoring
- (f) Franchising.