



Year and Program: 2018-19

School of Technology

Department of S Y B.com

Course Code: CBC 207.1

Course Title: Business Services

Semester – III

Day and Date

End Semester Examination

Time: Max Marks: 100

(ESE)

2:30 pm to 5:30 pm

Friday 07 Dec 18

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

| Q.1 | Solve the following | Marks | Bloom's Level | CO |
|-----|--|-------|----------------|-----|
| a) | What is service differentiation? State different strategies of service differentiation with example. | 07 | L ₁ | CO1 |
| OR | | | | |
| a) | What is service classification? Explain the need of service classification | 07 | L ₁ | CO1 |
| b) | State and explain the functions of retailer with examples | 08 | L ₄ | CO2 |
| OR | | | | |
| b) | Discuss on contribution of retail industry in development of Indian economy | 08 | L ₄ | CO2 |
| Q.2 | Solve the following | | | |
| a) | What are leisure services? State characteristics of leisure services | 07 | L ₄ | CO3 |
| OR | | | | |
| a) | Explain the factors responsible for non development of tourism in India | 07 | L ₄ | CO3 |
| b) | What is service Marketing? State its importance. | 08 | L ₃ | CO4 |
| OR | | | | |
| b) | What is B2B Marketing? Explain. | 08 | L ₂ | CO4 |

| | | | | |
|------------|--|----|----------------|-----|
| Q.3 | Solve any Two | | | |
| a) | What is classification of services? Explain any two types in detail | 08 | L ₁ | CO1 |
| b) | What is medical transcription? Explain the process of medical transcription | 08 | L ₄ | CO2 |
| c) | Explain estate management services in detail | 08 | L ₄ | CO3 |
| d) | Explain 7 P's of service Marketing Mix | 08 | L ₂ | CO4 |
| Q.4 | Solve any Two | | | |
| a) | How will you apply 7P's of Marketing in entertainment industry? Explain with example | 09 | L ₄ | CO2 |
| b) | Distinguish between BPO & KPO | 09 | L ₄ | CO2 |
| c) | What are different types of leisure service providers? Explain | 09 | L ₄ | CO3 |
| Q.5 | Solve any Two | | | |
| a) | What are different forms of retailing in India? Explain any two in detail | 09 | L ₄ | CO2 |
| b) | What are the implications of different characteristics of services? explain with solution. | 09 | L ₁ | CO1 |
| c) | How will you apply 7 P's of Marketing in tourism services? Explain with example. | 09 | L ₂ | CO4 |
| Q.6 | Solve any Three | | | |
| a) | Write short note on contribution of services in an economy. | 06 | L ₁ | CO1 |
| b) | State unique characteristics of services with examples | 06 | L ₁ | CO1 |
| c) | Explain the concept of service triangle. | 06 | L ₄ | CO3 |
| d) | State importance of People in Services | 06 | L ₂ | CO4 |
