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B.B.A. (V Sem.) EXAMINATION, 2018

505-D : SERVICE SECTOR MANAGEMENT :

MANAGEMENT OF SERVICES

(Specialization-I)

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

*N.B.* :— (i) Question No. 5 is compulsory.

(ii) Draw diagrams wherever necessary.

(ii) Figures to the right indicate full marks.

1. What do you mean by Services ? Explain in detail the role of services in the economy. [15]

*Or*

Define the Services. Explain in detail the stages of economic development. [15]

2. Define Service Operation. Explain in detail distinctive characteristics of service operations. [15]

*Or*

Explain :

(i) Nature of Demand of Service [8]

(ii) Supply of Service Delivery [7]

P.T.O.

3. Define queuing system. Explain in detail essential features of queuing system. [15]

*Or*

What is Managing Waiting Lines ? Discuss in brief the inevitability of waiting and the psychology of waiting. [15]

4. Define New Service Development. Explain in detail the New Service Development Process Cycle. [15]

*Or*

Explain the following : [15]

- (a) Deming's 14 Point program
  - (b) Six Sigma
5. Write short notes on (any *four*) : [20]
- (a) Cluster Service
  - (b) Beating the clock
  - (c) ISO 9000
  - (d) Multi Country Expansion
  - (e) Queuing System
  - (f) Service Operations