

Sixth Semester B.B.M. Degree Examination, April/May 2019

(CBCS Scheme)

Management

SERVICES MANAGEMENT

Time : 3 Hours]

[Max. Marks : 90

Instructions to Candidates : Answers should be written completely in English only.

SECTION – A

Answer any **TEN** sub-questions. Each sub-question carries **2** marks.

(10 × 2 = 20)

1. (a) Define Services.
- (b) What do you mean by Services Marketing Environment?
- (c) What is Service Management?
- (d) What do you mean by service mapping?
- (e) What is Eco-Tourism?
- (f) Who is a tourist guide?
- (g) Give the meaning of Guest cycle.
- (h) What is hospital service management?
- (i) Who is a mid-wife?
- (j) What is medical tourism?
- (k) Define Health.
- (l) What is medical transcription?

SECTION – B

Answer any **FIVE** questions. Each question carries **5** marks :

(5 × 5 = 25)

2. Explain brief the characteristic features of Services.
3. Distinguish between goods and Services.
4. Briefly explain the different types of GAP Models.

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5. Explain briefly about flow charting and bench marking.
6. Briefly explain the market segmentation Tourism.
7. Explain briefly the role of Travel Agencies.
8. Explain in brief the different stages of Guest-Cycle.

SECTION – C

Answer any **THREE** questions. Each question carries **15** marks : **(3 × 15 = 45)**

9. Discuss the major sectors in the Services Industries.
 10. Explain the different types of hospitals.
 11. Explain the significance of Tourism, and discuss the impact of Tourism.
 12. Explain the marketing mix in relation to hospitality Industry.
 13. Explain the following :
 - (a) Outpatient management
 - (b) CRM in hotel
 - (c) Mission strategy
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