

PREVIOUS QUESTION PAPER
Sixth Semester B.Com Examination, June 2008
SERVICES MANAGEMENT

Time: 3 Hrs.

Max. Marks: 90

Section A

1. Answer any TEN sub-questions. Each sub-question carries 2 marks(10x2 = 20)

- a) Define forgetting customer.
- b) What do you mean by Foreign Banks?
- c) What is price?
- d) List any four functions of Commercial Bank.
- e) State few service sectors
- f) Expand BSNL
- g) Give the meaning of "Fund and funds"
- h) What do you mean by tourism management?
- i) State the reasons for the growth of the Service Sector.
- j) What is tourism marketing?
- k) Define transportations.
- l) What is Delivery services in cyber space?

Section B

Answer any FIVE of the following. Each question carries 5 marks (5x5= 25)

2. Write a note on functions of travel Agent.
3. Write a brief note on Rail road Coordination.
4. What are the features of a whole life policy
5. Discuss briefly the classification of services
6. Explain in brief the role of NHB in financing the housing system.
7. Explain in brief the Hotel management system.
8. Briefly explain the role of technology in Banking.
9. Bring out the importance of promoting and delivering service in CYberspace

Section C

Answer any THREE of the following. Each question carries 15 marks (15x3=45)

10. Explain the growth of Mutual funds in India.
11. Write explanatory notes on
 - a) Communication
 - b) Hospital Services
 - c) Education services
12. What are the factors that influence the growth and development of tourism in India.
13. Explain the role of services in economic development.
14. Describe customers involvement in service process.