

PREVIOUS QUESTION PAPER
Sixth Semester B.Com Examination, May/June 2007
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) What is "cyberspace"?
 - b) What is an event management?
 - c) State the phases of Guest cycle.
 - d) What is a Motel?
 - e) Name any four professional services.
 - f) What do you mean by floating interest in housing finance?
 - g) From where does "HUDCO" mobilise its resources?
 - h) Define Targeting Customer.(
 - i) Define Foreign Tourist.
 - j) Give the meaning of "Fund of funds"
 - k) Expand "RRB's.
 - l) Give the meaning of Service Mangement.

Section B

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

2. Briefly explain the various forces that shape the service market.
3. Discuss the objectives of Bank Marketing.
4. Explain briefly the Hotel Mangement System.
5. Distinguish between goods and services.
6. What are the features of a whole life policy?
7. What are the supply constraints to housing sector?
8. Give a note on Indian Sea Transport Service.
9. Give a brief note on customer involvement in service processes.

Section C

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

10. Explain the characteristic features of service.
11. What do you understand by mutual fund marketing? Discuss its various elements.
12. Discuss briefly the economic and social benefits of Tourism.
13. Who are the major players in the disbursement of home loans? Explain
14. Discuss the role of Commercial Banks in the economic development of the country