

**Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Name of the Assignment Setter:		Mr.Yashwant Kumar			
Course:	BBA (CBCS)	Class:	BBA	Semester:	V Semester
Subject:	Services Management / Management of Services				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	What is the importance of “services” in the society? Define services and explain characteristics of services.				
b)	Explain the role of information technology in improving service quality.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Explain the five barriers to implement in service management.				
b)	Explain the measurement of service quality.				
c)	Outline the purpose of services production system and its benefits in service delivery process.				
d)	Explain briefly 7Ps in service marketing.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Process in services				
b)	Physical Evidence				
c)	Marketing Mix				
d)	Ownership in Services				
