

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

B.B.A. Sem-VI : WINTER: 2025

SUBJECT: SERVICES MARKETING

Day : Tuesday

Date : 02/12/2025

W-26204-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 100

N.B.

- 1) Solve **ANY FOUR** questions from **Section - I** and **ANY TWO** questions from **Section - II**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Both the sections should be written in **SAME** answer book.

SECTION - I

- Q.1** Which factors have led to the growth services sector in India? Elaborate. (15)
- Q.2** Explain by giving suitable examples how the services are classified. (15)
- Q.3** What is meant by service quality? Describe the dimensions/ determinants of service quality. (15)
- Q.4** Write an illustrative note on the service marketing environment. (15)
- Q.5** What are the different pricing strategies used by service firms for achieving their specific objectives? Give examples. (15)
- Q.6** Write short notes on any (**ANY THREE**): (15)
- a) Levels of service product
 - b) Four I's of services
 - c) Waiting line strategies
 - d) Goods Vs services

SECTION - II

- Q.7** As a Services Marketer of a holiday resort situated in Tamil Nadu and considering the seasonality in its demand, explain how you will manage its demand and supply of services spread across the year. (20)
- Q.8** What is meant by service blue print? Design a service blueprint for a restaurant. (20)
- Q.9** Since the 1990s nearly half of India's GDP growth was driven by the expansion of the services sector. Several major industrial players, including Reliance and Hindustan Unilever (HUL), made significant forays into this space. Reliance Industries Limited (RIL), particular, diversified into the services sector through its ventures in telecom, OTT platforms, and retail operations in the Indian market. Considering this, you are required to critically evaluate the marketing mix of Reliance Jio Fiber. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

B.B.A. Sem-VI : WINTER: 2025

SUBJECT: PROJECT MANAGEMENT

Day : Thursday
Date : 20/11/2025

W-26233-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the section should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Discuss various types of organizational structures with their merits and demerits. [15]
- Q.2** How conflict may arise in project organization? How the same will be resolved? [15]
- Q.3** What is the Payback Period, and why is it used in capital budgeting? What are the advantages and disadvantages of using the Payback Period method? [15]
- Q.4** What do you mean by activity network diagram? Discuss the need of it. Explain the process of drawing diagram. [15]
- Q.5** Explain the concept of Earned value analysis with key components of it in detail. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) PMIS
 - b) Gantt chart
 - c) Multi weighted scoring model
 - d) Market feasibility

SECTION – II

- Q.7** Draw the activity network diagram and find EST, EFT, LST and LFT. Also find the critical path. [20]

Activity	Predecessor	Duration (weeks)
A	---	5
B	---	7
C	A	6
D	B	5
E	B	4
F	D,E	8
G	C, F	8
H	D	6
I	G, H	3

- Q.8** Discuss essential qualities required for the project manager and enumerate the pitfalls of ineffective project team. Why empower the team members? Give the advantages of it. [20]
- Q.9** What are the methods used in evaluating, auditing and terminating a project? Explain in detail. [20]