Sanjay Ghodawat University, Kolhapur 2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program | **School of Commerce and Management** | **Department**

Course Code:- CBC2071 | **Course Title:- Business Services** | **Semester – Odd (III)**

Day and Date Monday 25-11-2019 | **End Semester Examination** | **Time: 3 hrs, Max Marks: 100** 10:30 am to 1:30 pm

Instructions: 1) All Questions are compulsory.

			Marks	Level	COs
Q.1					
	a)	**True or False (Any Five)**	10		
		1. Goods always involve some associated services with them.		L1	CO1
		2. Ramojirao film city is the example of leisure services.		L1	CO1
		3. Services can be classified on the basis of tangibility.		L1	CO1
		4. Intangibility of services can be converted into tangibility.		L1	CO1
		5. Brick and Mortar store is another name for traditional Karana shops.		L1	CO1
		6. Claim settlement services in insurance are an example of Knowledge Process Outsourcing.		L1	CO1
	b)	Answer the short questions **(Any Five)**	10	L1	CO1
		1. Define Super Market		L1	CO1
		2. What is franchise type of retail?		L1	CO1
		3. Enumerate leisure services.		L1	CO1
		4. State any two services.		L1	CO1
		5. List security services.		L1	CO1
		6. State extended P's of services.			
Q.2		**Answer any two**			
	a)	Explain Importance of services to an economy.	10	L2	CO1
	b)	What are services? Discuss unique characteristics of services.	10	L2	CO1
	c)	Identify different types of services with suitable examples	10	L2	CO1
Q.3		**Answer any two**			
	a)	Explain the functions of retailing	10	L2	CO2
	b)	Discuss the factors responsible for growth of traveling services in India.	10	L2	CO2
	c)	Summarize the features of Information Technology (IT) enabled services.	10	L2	CO2

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Q.4		**Answer any two**			
	a)	Demonstrate different types of travelling services with example.	10	L3	CO3
	b)	Illustrate the need and importance of security services.	10	L3	CO3
	c)	Describe entertainment services with examples.	10	L2	CO2
Q.5		**Answer any two**			
	a)	Analyze the place of physical evidence in banking services.	10	L4	CO4
	b)	Analyze the process of medical transcription services in India.	10	L4	CO4
	c)	Describe the role of promotion in marketing of tourism services.	10	L2	CO4

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