Sanjay Ghodawat University, Kolhapur

2020-21

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

EXM/P/09/00

2020, SY BCOM	**School of Commerce and Management**	**Department: Commerce**
CBC 207 1	**BUSINESS SERVICES**	**Semester :III**
Day and Date: Tuesday, 08.12.2020	**End Semester Examination**	**Time : 2 Hrs. Max Marks : 50**

Instructions: 1) All Questions are compulsory.

			Marks	Bloom's Level	CO
Q.1	**Answer the following (Any Two)**–				
	a)	Explain the importance of Service in an Economy.	9	L2	CO1
	b)	Interpret with proper example any two classifications of services.	9	L3	CO1
	c)	Explain the different factors responsible for growth in tourism industry.	9	L2	CO2
Q.2	**Answer the following (Any two)** –				
	a)	Discuss the various features of IT Enabled services.	8	L2	CO2
	b)	Discuss the various aspects of post construction services.	8	L2	CO3
	c)	Examine the different Leisure Service providers with example.	8	L4	CO3
Q.3	**Answer the following (Any two)** –				
	a)	Describe the importance of service marketing for business.	8	L2	CO4
	b)	State the various pricing schemes that can be used for providing services.	8	L3	CO4
	c)	Describe any two extended p's of marketing with example.	8	L2	CO4

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