Sanjay Ghodawat University, Kolhapur

2020-21

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

EXM/P/09/00

Year and Program: 2021-22 SY Bcom	**School of Commerce and Management**	**Department: COMMERCE**
Course Code: CBC 207.1	**Course Title: BUSINESS SERVICES**	**Semester :III**
Day and Date:	**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**			
a)	"Services lie at the very Economic activity in any society." Analyze the statement in light of importance of services to an economy.	8	4	1
b)	Illustrate in detail an overview of Indian retail Industry.	8	4	2
	OR			
c)	Taj Mahal and nearby places around Delhi are one of the famous tourist place in India. Examine which factors make them one of the famous place for tourism in India.	8	4	2
Q.2	**Answer the following**			
a)	State and explain different characteristics of leisure services.	8	2	3
b)	Explain with suitable example the classification of leisure services.	8	2	3
	OR			
c)	Discuss the various types of security services which can be provided to the society.	8	2	3
Q.3	**Answer the following**			
a)	"Price refers to the pricing strategy for products and services and how it will affect customers. Pricing decisions do not include just the selling price, but also discounts, payment arrangements, credit terms, and any price-matching services offered." Interpret the different type of pricing strategy based on the statement.	9	3	4
b)	"Customers need to understand the features, advantages, and benefits that can be enjoyed by buying goods or services. When thinking about a product, consider the key features, benefits, and the needs and wants of customers." Illustrate the importance of product in	9	3	4

service marketing by taking in to consideration the statement.

OR

c)	"Promotion refers to the activities that make the business more known to consumers."Examine the statement in light of importance of promotion for any business unit.	9	3	4

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