



LINA - V (2010 Course) : APRIL / MAY - 2014

Subject : Services Management

B.B.A. - I / II / III

Day : Monday

Date : 28/04/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Answer any **FOUR** questions from Section -I and any **TWO** questions from Section -II.
- 2) Figures to the **RIGHT** indicate full marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Define 'Service Mix'? How it is classified? Demonstrate I's of services with suitable examples. (10)
- Q.2** Develop step-by-step target marketing plan for 5- star hotel located at a hill station like Mahabaleshwar. (10)
- Q.3** "Balancing demand with supply is the most difficult but challenging task before today's service providers". Do you agree? Justify by citing examples. (10)
- Q.4** How will you carry out the 'SWOT' Analysis of a city -municipal corporation? Explain fully with assumptions if any. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) "7" -S Framework
 - b) Pricing of Services
 - c) Service differentiation
 - d) Measurement of Service Quality

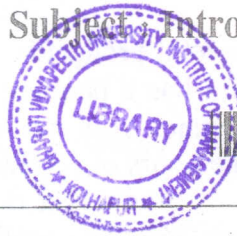
SECTION-II

- Q.6** Develop marketing mix strategies for service providers of: (15)
i) Coffee-shop and ii) Call centre
- Q.7** Design a questionnaire to study public opinion about private life insurance service organisations in India. (15)
- Q.8** How will you promote each of the following social services? (15)
i) Eye donation -campaign
ii) Save girl child campaign

Subject: Introduction to Operations Research

Day : Wednesday

Date : 30/04/2014



B.B.A. - I / III / III

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 2

N.B.:

- 1) Question. No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from **Q. No. 2 to Q. No. 7**
- 3) Each question carries **FOURTEEN** marks.
- 4) Use of non programmable scientific **CALCULATORS** is allowed.
- 5) Graph papers and statistical tables will be provided if necessary.

Q.1 a) Given the following transportation schedule.

	O ₁	O ₂	O ₃	O ₄	Demand
D ₁	5	3	2	3	10
D ₂	5	3	4	3	25
D ₃	3	2	2	4	35
Supply	10	15	30	40	

Find initial basic feasible solution using North west corner rule and check whether it is optimal or not.

b) What is simulation? How is it important in Managerial Decision making?

Q.2

A small project is composed of 7 activities, whose time estimation are listed in the table below:

Estimated durations (weeks)			
Activity	Optimistic	Most likely	Pessimistic
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

- i) Draw the network diagram of the activities in the project
- ii) Find the expected duration and variance for each activity

Q.3

Given the following distribution of demand for a certain book.

Daily Demand	0	1	2	3	4	5
Probability	0.10	0.15	0.25	0.22	0.18	0.10

Simulate the demand for the next ten days using the random numbers 24, 79, 94, 10, 33, 56, 84, 90, 85, 34.
Hence find the average daily demand.

P. T. O.

- Q.4** A firm makes two products X and Y and has total production capacity of 9 tonnes per day for X and Y together. The firm has a permanent contract to supply at least 2 tonnes of X per day and 3 tonnes of Y per day to another company. Each tonne of X requires 20 machine hours of production time and each tonne of Y requires 50 machine hours of production time. The daily maximum possible number of machine hours is 360. The profit made is Rs. 80 per tonne of X and Rs. 120 per tonne of Y. It is required to determine graphically, the production schedule in a way that it yields the maximum profit and to calculate this profit.

- Q.5.** A Textile sales emporium has four salesman available to handle four counters with service time (hours) for each salesman and counter given below.

Counters	Salesman				
		A	B	C	D
	W	41	72	39	52
	X	22	29	49	65
	Y	27	39	60	51
	Z	45	50	48	52

Find the optimal assignment schedule of salesman to counters so that service time is minimized.

- Q.6** Solve the following Transportation problem

Destinations	Origins				Requirement
	01	02	03	04	
D ₁	4	2	4	3	100
D ₂	3	2	2	4	200
D ₃	2	3	2	4	300
Availability	50	70	130	150	

- Q.7** Write short notes on (Any TWO):

- Applications of LPP
- Degeneracy in Transportation
- PERT and CPM
- Multiple optimal solution in Assignment Problem

Subject : ~~Elective - I~~ : 1) Customer Relationship Management (MM)

Day : Friday

Date : 02/05/2014



B.B.A. ~~I / II~~ / III

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N. B. :

- 1) Q. No. 1 is **COMPULSORY**.
- 2) Each question carries **14** marks.
- 3) Attempt **ANY FOUR** questions from **Q. No. 2 to Q. No. 7**.

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- Q. 1 Is it true that CRM works the best in service sector? Justify your views with suitable examples.
- Q. 2 What is CRM? Discuss the various CRM strategies in FMCG market.
- Q. 3 What do you understand by Relationship Marketing?
- Q. 4 Explain Analytical and Operational CRM.
- Q. 5 What is customization? Throw light on mass-customization giving suitable examples.
- Q. 6 Enumerate on CRM in retail business.
- Q. 7 Write short notes on **ANY TWO** of the following:
- a) Internet marketing
 - b) Current trends in e-CRM
 - c) "6" market model
 - d) Customer orientation

Subject : Elective -I : 4) International Marketing (IBM)

Day : Friday

Date : 02/05/2014



B.B.A. ~~I~~ / ~~II~~ / III

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. No 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. No 2 to Q. No 7.
- 3) All question carry **EQUAL** marks.

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- Q.1** How does International Marketing differ from Domestic Marketing? Explain with suitable examples.
- Q.2** What are the challenges that a marketer has to face in International Marketing? Explain in detail the measures to overcome such challenges.
- Q.3** Write a detailed note on the environmental and cultural dynamics in the context of global consumer behaviour.
- Q.4** What are the different pricing strategies one can adopt for International Markets? Give suitable examples.
- Q.5** How do Marketing Research and Information systems help marketers in International Marketing? Discuss.
- Q.6** What are the challenges faced by Indian products in International Markets?
- Q.7** Write short notes on any **TWO** of the following:
- a) Foreign market entry strategies
 - b) International marketing channels
 - c) Integrated Marketing Communication for global markets
 - d) Product adaptation

Subject : Elective -II : 1) Sales & Distribution Management (MM)

Day : Monday

Date : 05/05/2014



B.B.A. - I / II / III

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. No. 2 to Q. No. 7.
- 3) Each question carries 14 marks.

- Q.1** a) Doctor's face a problem when it comes to life saving drugs as the channel of distribution is very long and time consuming. Design a channel of distribution to meet the needs of the pharma industry sales people. Explain your justifications.
- b) Assigning a sales territory to sales person is of importance. Explain. Why?
- Q.2** Explain the importance of a sales manager in a organization and what are the duties of a sales manager.
- Q.3** Explain in detail what is sales audit and explain its importance.
- Q.4** Describe the concept, nature and scope of sales management.
- Q.5** What are the various steps involved in the recruitment, selection and training process.
- Q.6** Explain the importance of motivation when it comes to sales force.
- Q.7** Write short notes (Any Two)
- a) Effective sales presentation.
 - b) Physical distribution.
 - c) Direct marketing.
 - d) Personal selling and its advantages.