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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/ BBASF –VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

(Examination conducted in May 2023)

**BBA6119 /BBASF6119 : SERVICE MANAGEMENT**

(Current Batch students only)

| **Time : 2 ½ hr** |  | **Max Marks-70** |  |
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|  |  | **( This paper contain two printed sheet with four parts )** |  |

**Section A**

1. **Answer any five of the following. 5x2=10 Marks**
2. Define services.
3. State any two quality issues in services.
4. Write any four modern services in banks.
5. Give the meaning of ITES.
6. Mention any two marketing strategies of hospitality sector.
7. What is insurance?

**Section B**

1. **Answer any Three of the following: 3x5=15 Marks**
2. Explain the difference between product and services.
3. Explain the characteristics of services.
4. Enumerate the promotional strategies for healthcare sectors with example.
5. Discuss the different products of life insurance.

**Section C**

1. **Answer any Two of the following: 2x15=30 Marks**
2. Explain the Services marketing mix 7 P’s in detail with suitable examples.
3. Discuss the types of hotels. Also mention any five customer care in hospitality industry.
4. Briefly discuss the recent trends in banking services with examples.

**Section D**

1. **Answer the following (Compulsory Question) 1x15=15 Marks**

**Healthcare Industry :**

Until recently the health care industry was at the cross roads, still unsure which way to go. Today, it is in for exciting times. Low costs, combined with excellent facilities, have provided the perfect formula for India to become a major player in the $208 trillion worldwide healthcare industry. Today the cost of healthcare in India is only one tenth costs in the US in cases of major surgeries. With cost of providing healthcare low, and with global standards available, the world cannot compete with US. The cost of a heart surgery at Apollo is $2,500 as compared to $30,000 in the US. Bone marrow transplants cost $ 50,000 in India as against $ 4,00,000 in US. India’s attraction as a low cost, high-quality centre for healthcare may be new but the signs are visible. In 1998-99, Apollo Hospitals conducted heart surgeries on 91 patients from Tanzania. In Chennai, Apollo treats around 30 Sri Lankans a day. As many as 40 patients from Muscat are registered in Apollo hospitals and clinics located in Delhi, Chennai and Hyderabad. “Healthcare not only brings in direct purchase of healthcare, but it also encourages a lot of expenditure, on travel, lodging and boarding. Which, translated, means foreign exchange”. And India has enough Embassies and Tourism Development Corporations to spread the message. However government policies, as they stand, are not conducive to more private participation in healthcare, when compared to neighbouring countries. “Sri Lanka, offers a 100% customs duty exemption on all equipment for the hospital, medical or otherwise. And if the project cost were to exceed Rs. 100 crore, the hospital would be eligible for a 12-year tax holiday”. However such elaborate incentives are not necessary, though some basic incentives need to be provided. The government does not provide any money to this sector, and it should not, it should act as a facilitator. “Lot of foreign investors are keen on investing here, but are shying due to the lack of tax and other incentives”

**Question:**

1. Discuss any ten strategies to market the healthcare sector in Indian market with reference to the above case. ( 10 Marks)
2. Explain the factors which attract both domestic and international customers to avail the medical services in India. ( 5 Marks)