

Day: Monday
Date: 15/04/2019

S-2019-1964

Time: 02.00 PM TO 05.00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in 'SAME' answer books.
 - 4) Draw a labeled diagram WHEREVER necessary.
-

SECTION - I

- Q.1) Answer the following: (15 Marks X 1 = 15 Marks)
Define Service. What are characteristics of services?
- Q.2) Answer the following: (15 Marks X 1 = 15 Marks)
What are the challenges in marketing of services?
- Q.3) Answer the following: (15 Marks X 1 = 15 Marks)
What are variations in demand relate to capacity?
- Q.4) Answer the following: (15 Marks X 1 = 15 Marks)
Write in detail about Service Quality.
- Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)
- a) Critically comment on growth of service sector in India.
 - b) What safety provisions are required to protect employees and customer of hotels?
- Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)
- a) Tourism services
 - b) Sales Promotion
 - c) Capacity planning
 - d) Cafeteria service

SECTION -II

- Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) Write in detail classification of services.
 - b) Explain how physical evidence cues are used by each of the following service providers?
 - a. Libraries
 - b. Bank
- Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) What are the implications of simultaneous production and consumption of services? How these implications can be removed?
 - b) In what ways an Airline can measure the quality of its services?
- Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) What is concept of Bank marketing?
 - b) 'Hospitality industry is in the Boom' Justify the statement.