

B.B.A. (2010 COURSE) SEM- V : SUMMER - 2018

SUBJECT : SERVICE MANAGEMENT

Day : **Tuesday**
Date : **24/04/2018**

S-2018-1662

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 70

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** As a expert of the service industry you are expected to highlight the challenges faced by this industry. [14]
- Q.2** ‘The traditional 4P’s of marketing do not suffice for service management, hence the extended marketing mix’. Discuss. [14]
- Q.3** Explain the GAP model in detail. [14]
- Q.4** Describe various characteristics of service. [14]
- Q.5** Write short notes on **ANY TWO** of the following: [14]
- a) Growth of service industry in India
 - b) Pricing policies
 - c) Banking marketing in India
 - d) Customer care management in the hotel industry.

SECTION – II

- Q.6** Design a service blue print for a luxury 5 star resort. [14]
- Q.7** You have been appointed as a consultant of a retail fast food chain which is experiencing a drop of sales due to poor service quality. Design a structure questionnaire to ascertain gaps in the quality of service. [14]
- Q.8** As an expert of the service industry you are expected to advise a company on how to manage its demand and supply. [14]

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