

NOTE:-All Questions are compulsory.

Figures to the right indicate full marks.

Q.1 (a) State whether the following statements are 'True' or 'False' (Any Eight) (8)

1. Leading a service organization involves six stages.
2. Customer loyalty does not drive profitability and growth.
3. Vicious employment cycle is the "Cycle of Mediocrity."
4. Do not design and maintain fair pay system in the organization.
5. Brokers bring buyers and sellers together while assisting in negotiation.
6. A public sector organization is one that is operated by the government.
7. Electronic channels require direct human interaction.
8. Management can lose its authority and power by empowering its employees.
9. Social enterprises can be structured as a for-profit.
10. The causes of low morale can vary by business.

Q.1 (b) Match the Columns: (Any seven) (7)

Group 'A'	Group 'B'
1. Service Triangle	a. leads to higher productivity
2. Frontline employees	b. an integral part of recruitment
3. Screening	c. drivers in attracting the best employees
4. Abstract questioning	d. motivate good customer service
5. Compensation	e. company, employees and customers
6. Incentives	f. boosts productivity and reduces costs
7. Employee Empowerment	g. employee stock ownership program
8. Right type of environment	h. the face of the organization
9. Scientific recruitment	i. on the basis of their abilities and training
10. ESOP	j. reveal a person's willingness to adapt

Q.2 Attempt any two from the following.

- (a) Explain the meaning and significance of services. (8)
- (b) Explain the classification of service. (7)

OR

- (c) Role of customer in service process. (8)
- (d) Discuss the six-market model. (7)

Q.3 Attempt any two from the following.

- (a) Role and significance of human element in service sector. Explain briefly. (8)
- (b) Issues faced by front line employee. Explain briefly. (7)

OR

- (c) Discuss the criteria for recruitment in service sector. (8)
- (d) Discuss in brief the interviewing techniques. (7)

Q 4 Attempt any two from the following.

(a) What do you mean by service quality? Explain its dimensions. (8)

(b) Explain HRM in public & non-profit sector organization. (7)

OR

(c) Reasons and strategies adopted to fill the gaps in service gap model. Explain (8)

(d) Issues & challenges in railway & power service. (7)

Q.5 Attempt any two from the following.

(a) Discuss the process of human resource planning evaluation. (8)

(b) Discuss the purpose for HRP evaluation. (7)

OR

Q.5 Write Short Notes on: (Any three)

(15)

- i) Organisational effectiveness
- ii) Issues and challenges in education
- iii) Issues and challenges in police
- iv) Issues and challenges in wholesale and retail
- v) Issues and challenges in defense
