

Time: 2 ½ hours

Marks: 75

Note: All questions are compulsory.

Figures to the right indicate full marks.

Q.1 A Fill in the Blanks: (Any Eight) (8)

1. Services have _____ inventory.
(i) Positive (ii) Negative (iii) Zero (iv) Equal
2. _____ market applies to the customers and employees within the organization.
(i) Customer (ii) Referral (iii) Internal (iv) Alliance
3. Six market model was developed by _____.
(i) Aristotle (ii) Peter Drucker (iii) Payne and Holt (iv) Delai Takahashi
4. Front line employees are also referred as _____.
(i) Moment of Truth (ii) Physical Evidence (iii) Servicescape (iv) Boundary Spanners
5. Open ended questions asked in abstract interview are called as _____.
(i) Situational Vignette (ii) Role Playing (iii) Abstract Questioning (iv) Team Spirit
6. Interactive Marketing of Service Triangle means _____.
(i) Delivering the promise (ii) Enabling the promise (iii) Setting the promise (iv) Disable the promise
7. _____ gap is between customer expectations and customer perceptions.
(i) Customer Gap (ii) Provider Gap (iii) Internal Gap (iv) External Gap
8. Higher quality services contribute to higher _____.
(i) Loss (ii) Profitability (iii) Stability (iv) Break Even Point
9. Employee _____ is one of the biggest challenges faced by companies today.
(i) Retention (ii) Salary (iii) Increment (iv) Promotion
10. _____ is one of the issues of HRP evaluation.
(i) Uncertainties (ii) Growth (iii) Expansion (iv) Prosperity

Q.1 B True or False (Any Seven) (7)

1. Services are permanent in nature.
2. Empathy is the key quality parameter in service.
3. Goals are ineffective motivators.
4. Effective labour is the process of managing feelings and expressions to fulfil the emotional requirements of the job.
5. Indecisive managers are one of the biggest reasons that transactions are slowed down.
6. Agents and brokers have ownership of the service.
7. The heterogeneous nature of service is always variable.
8. Unethical leaders are those firms that stand out in their respective market and industries.

9. HRP evaluation is the systematic process of determining the success of the HRP process.
10. Attrition in human resources refers to the gradual loss of employee over time.
- Q.2**
- A. Explain the meaning and features of services. (8)
- B. What are the reasons for growth in Service Sector? (7)
- OR**
- C. Discuss the Six Market Model in detail. (8)
- D. Explain the elements of service encounter. (7)
- Q.3**
- A. Explain in brief the Services Triangle. (8)
- B. Explain the strategies for managing emotional labour. (7)
- OR**
- C. How to motivate an employee in service industry? (8)
- D. Explain the limitations of employee empowerment. (7)
- Q.4**
- A. Explain in detail the Service-Gap Model. (8)
- B. Discuss the various service quality dimensions. (7)
- OR**
- C. Explain the advantages of delivering services through agents and brokers. (8)
- D. Explain the issues and challenges of HR faced in Banking and Insurance Sector. (7)
- Q.5**
- C. **Write Short Notes on (any three):** (15)
1. Cycle of success.
 2. Elements of Moment of Truth.
 3. Issues faced by Front Line Employees.
 4. Strategies for effective service delivery through agents and brokers.
 5. Reasons for Globalization of services.
