

TIME: - 2 ½ HRS

MARKS: - 75

Note. (1) All questions are compulsory (2) Figures to the right indicate full marks.

Q.1 A. State whether the following statements are True or False (any 8). 08

1. The DINK culture is getting stronger and spreading wider day by day.
2. Empathy is the key quality parameter in service.
3. Services are permanent in nature.
4. Conflicts between customers are uncommon.
5. The questions asked in the abstract interview are close-ended.
6. Teamwork helps to involve employees in their assigned tasks.
7. Agents and brokers take ownership to services.
8. Services have zero inventory.
9. Attrition means Gradual loss of employees over time.
10. In many service industries the search for productivity is not important.

Q.1 B Match the following (any 7) 07

Sr.	Column A	Sr.	Column B
1.	Servicescape	A.	Free products to friends
2.	Highly Tangibles	B.	Delphi Method
3.	Role Playing	C.	Bureaucratic Company
4.	Front line employees	D.	Interview Technique
5.	Service Principal	E.	Stand out in their market
6.	Gap 1	F.	Manufacturer
7.	Shrinkage	G.	Booms and Bitner
8.	Service leaders	H.	Boundary Spanners
9.	Forecasting technique	I.	Management perception gap
10.	Cycle of mediocrity	J.	Car rentals

Q.2 A Explain the meaning and features of services. 08

B Explain the reasons for growth of service sector in India. 07

OR

Q.2 C Discuss the Six Market Model in detail. 08

D Explain the significance of Service Sector Management. 07

Q.3 A Explain the advantages of Employee Empowerment. 08

B Discuss the Services Marketing Triangle in detail 07

OR

Q.3 C Explain the strategies for managing Emotional Labour. 08

D Discuss the various strategies to motivate Services Employee. 07

- Q.4 A Explain the Service Gap Model in detail. 08
B Explain the advantages of delivering services through agents and brokers. 07
- OR
- Q.4 C What do you mean by Service Quality? What are its dimensions? 08
D Explain the reasons to fill the Service Quality Gaps. 07
- Q.5 A Explain the ways to enhance Organizational Effectiveness. 08
B Explain the reasons for attrition in service sector. 07
- OR
- Q.5 B Write short notes on (any 3) 15
1. Elements of Service Encounter.
 2. Limitations of Employee Empowerment.
 3. Challenges faced while delivering services through agents and brokers.
 4. The Service-Profit Chain Model.
 5. Cycle of Mediocrity.
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