

MMS - IV
sem
5/11/11

SVM 04

Services Management

Roll No. _____
Duration (hrs): 3 hrs

MMS - IV

Total No. Of Printed Pages: 2

Maximum Marks: 60

Total No. of Questions: 6

Services Management

05-04-2011

Note:

1. Attempt any 3 questions (20 marks each)
2. Give examples to justify your answers

Q1 Write short notes on any 4 of the following

- a) Role of signs symbols and artefacts
- b) Service theatre
- c) Service quality
- d) Service sabotage
- e) The Russel model of Affect
- f) Emotional Labor

Q2 Explain the different ways in which services may be classified. Explain the following with suitable examples-

- a. People processing services
- b. Possession processing services
- c. Mental stimulus processing services
- d. Information processing Services

Q3 Explain why services tend to be more difficult to evaluate than goods.

Q4 What are the backstage elements of a -

- a. A car repair facility
- b. An airline
- c. A university and
- d. A consulting firm

Under what circumstances would it be appropriate to allow customers to see some of these backstage elements and how would you do it?

Q5 Competitive advantage in services requires differentiation and focus. Explain with suitable examples the basic focus strategies for services. What is the difference between subjective and objective positioning?

Q6 Fluctuations in demand threatens service productivity. Explain the term 'productive capacity'. Explain some strategies followed by service firms to –

- a. Adjust capacity to match demand
- b. Reshape demand to match capacity
