

SVM 04**Services Management**

Roll No.

Total No. of Printed Pages: I + II = III

Total No. of Questions: 3

Maximum Marks: 30 + 30 = 60

Duration (hrs.): 1.5

Note: All the 3 questions carry equal marks (10 marks each) and are compulsory.**Though there are internal choices given.**

Each section to be solved on separate Answer Book.
SECTION - I

Q.1. Define and exemplify in brief the relevance of following concepts in service process:

- People processing
- Object Processing
- Mental Stimulus Processing
- Information Processing
- Service Repositioning

Q.2. What do you understand by "Service Quality Information System"? Discuss the different market research techniques employed by different service sector players.

OR

Explain the following service Quality Gaps with a relevant example for each:

- Knowledge Gap
- Delivery Gap
- Internal Communications Gap
- Perception Gap
- Service Gap

Q.3. Mention the different phases of Customer Relationship Management (CRM) in Service sector management and site examples of CRM strategies for each form Hospitality / Telecom / Financial service sectors.

OR

What are the key Human Resource Management (HRM) challenges for Service sector in the present scenario? List some of the HRM strategies/ initiatives implemented by leading players to combat these challenges.

SECTION - II

Subject: SVM - 04

Roll No.: _____

Total No. of Questions: 2

Maximum Marks: 30 Marks

A. Explain the following concepts (4 * 5 = 20 Marks):

1. What are the different factors which influence customer expectation related to services?
2. Flower of Service:
3. Service Marketing Mix:
4. Approaches for Integrated Services Marketing Communication:

B. CASE STUDY: (10)

On checking into a 5 star hotel in Bangalore recently Anand was impressed with the

courtesy extended to the visitor in the front office – polite, friendly and efficient. The check in card was already ready just waiting to be signed. He walked up to the room and his bag arrived at the same time. A few minutes later, the bearer came with a welcome drink which was on the house. It was certainly an excellent start. Later, he discovered that there was no

table lamp in the room this made it difficult to read. The press button for the shower didn't work so one had to bend down and keep it pressed right through the shower. The wash basin became easily clogged and virtually unusable. A complaint was made to the house keeping department and they said that they would certainly attend to it, nothing happened for the whole day. The next day a complaint was given to the reception desk, they said they will surely look into it. In the evening it was discovered that only the basin had been attended to but the floor was littered with some screws and nails lying in a pool of dirty water. Another complaint was lodged the following morning at the reception desk, again unattended in the evening. But the unkindness cut-off, all was inflicted the following morning at the reception desk when the girl at the reception desk (who was a new recruit perhaps wrongly selected and inadequately trained) crowed in her most presently sarcastic manner "good morning Mr. Anand any further complaints today? I am all ears." At that moment the hotel lost a customer as the back room services of the hotel was poor and she compounded the problem with poor front office service. She had forgotten or perhaps never been taught that in a marketing of a service the focus is just not on delivering goods but satisfying reasonable expectations of paying customers.

Questions (10 Marks) :

1. Highlight the Moment of Truth
2. What were the peripheral services missing in the hotel? Justify.
3. In which areas do you think the back-end personnel and front-end personnel should be trained?
4. Enumerate 5 innovations in the hotel industry.

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