

Roll No.  
Total No. Of Questions :3  
Duration (hrs): 3 hrs

Total No. Of Printed Pages :1  
Maximum Marks :60

# SVM 04

**Note :**

1. Question No 1 is compulsory and for 20 marks
2. Attempt any 4 from the rest (10 marks each)
3. Give examples to justify your answers

**Q1 Write short notes on any 4 of the following**

- a) Jay customers
- b) Customer equity
- c) Queue configurations
- d) Moments of truth
- e) Service Experience
- f) revenue management

**Q2 What is meant by "distributing services?".What decisions would need to be taken for an experience or something intangible to be distributed?**

**Q3 Explain the Service Gap Model. What strategies may be used to close each gap?**

**Q4 Explain the concept of augmented product using the analogy of Shoestack's Molecular Model.**

**Q5 What is a service? What characteristics make services difficult to market?**

**Q6 Prepare a blueprint for a basic physical examination at a doctor's clinic differentiating between the frontstage and the backstage activities and also identifying the potential wait points and fail points.**

**Q7 What is the importance of service environment? Explain the Servicescapes model as given by Mary Jo Bitner**

**Q8 What makes the work of front line staff so stressful? Explain the cycle of failure, mediocrity and success**