

SM 04

MMS - IV 03.03.2009
Service Mgmt

Total no. of Questions: Three
(Section - I)

Total Duration (I/II): 3
Total no. of pages: 03 Hrs.
(Section I & II)

MAXIMUM MARKS: 30
(Section - I)

PLEASE ANSWER EACH SECTION ON A SEPARATE ANSWER SHEET.

SECTION - I

MARKS:

Q: 1. ANSWER BRIEFLY:

10

- What is Moment of Truth?
- What do you mean by inseparability of Service?
- What is Service Recovery?
- Give one example of innovation in Railways, Banks, Hotels and Tourism.
- What is Physical Evidence in Services?

Q: 2. Develop a Market Positioning Strategy for a new Recreational Club coming up in your city including Segmentation and Targeting.

10

Q: 3. It is not only important to deliver a quality service but also equally important how the service is delivered - do you agree? Discuss in details.

10

OR

Q: 3. What are different services characteristics or features? Elaborate your answer.

10

Section II (30 marks)

Roll No. :

Total no. of Questions : See Notes below.

Section II - Total No. of Printed Pages : 2

Total Duration Sections I and II (Hours) : 3

Section II - Maximum Marks : 30

Notes for Section II :

1. Section II contains two parts, Part A (24 Marks) and Part B (6 Marks).
2. Attempt all 6 Questions in Part A. Each Question in Part A carries 4 marks.
3. Part B is a Short Notes section & consists of seven questions. Attempt any four of the seven (1.5 marks each)

Part A (24 Marks)

Attempt all 6 Questions in Part A. Each Question carries 4 marks.

- Q1 a Define a 'Service Encounter'. Why should it be meticulously managed?
b What Operating Principles does Behavioral Science have to contribute toward Service Encounter Management? Elaborate on each principle.
- Q2 a Draw a neat, labeled diagram depicting the 'Gaps Model' of Service Management.
b Enlighten the significance of the above mentioned 'Gaps Model'.
- Q3 a List out & briefly explain the traits of a competent Service Guarantee.
b What factors will you consider when taking a call on whether you should be offering a Service Guarantee?
- Q4 a Draw a tidy, detailed and appropriately labeled figure depicting the 'Service Profit Chain' notion.
b Mention the major inferences drawn from the 'Profit Impact of Marketing Strategy' (PIMS) database.

- Q5 a Describe the 'Bucket Theory' of Marketing, with a detailed explanatory figure. Deduce the condition for Customer Retention in equation form
b Describe in depth the average Customer's viewpoint on 'The Customer Profitability Pyramid' approach

- Q6 a Who are the Boundary Spanners? What special challenges do they have to face? Present illustrative examples.
b Portray the Quality vs. Quantity Focus Continuum in the Service Business context with the aid of a neat diagram. List out the distinguishing attributes of each end of the spectrum and provide examples of Service roles at these ends.

Part B (6 Marks)

Write short notes on any four of the following seven topics. (1.5 marks each)

- 1 The Demerits of Electronic Distribution of Services
- 2 The Importance of Critical Incident Technique (CIT)
- 3 The Benefits of Service Quality Information Systems (SQIS)
- 4 Implications of Service Breakdown
- 5 Quality Improvements & the cascade of effects
- 6 Emotional Labour in Services Marketing
- 7 Service HRM challenges in the Global Economy