

VPM's
DR VN BRIMS, Thane
Programme: MMS (2013-15)

Fourth Semester Examination April 2015

Subject	Services Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	06.04.2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

What is a service blue-print? What are its applications? Draw an elaborate service blue-print for an international chain of fast-food service restaurants, mentioning all the probable components, processes and fail-points within it.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Why is a fluctuating demand pattern much more of a problem in the service sector than it is for manufacturing firm? Give five reasons.
- Consider a queue for service that you have been involved in recently. Critically assess the methods used for handling the queue. How could these have been improved? Give five methods.
- What are strategies practiced in airline industry to combat low demand situations?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Define 'Moment of Truth' and 'Service Encounter'.
- What is 'Critical Incident Technique'? Mention its applications.
- What is SERVQUAL?

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- What distinguishes 'high contact services' from 'low contact' ones?
- In what ways services can be classified depending on the type of process involved?
- What are the unique characteristics of services which differentiate it from manufactured goods?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Critically assess the methods used by banks to develop ongoing relationships with their personal customers.
- What are strategies to improve productivity of a service when consumer acts as co-producer of services?
- What is service repositioning? Why it is seldom needed by some brands?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Elaborate the stages in New Service Development.
- Describe Perception and Interpretation Gap with an example.
- In what ways can a five-star hotel attempt to measure the quality of its services?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Discuss strategies to manage capacity to match demand in a restaurant.
- Give an example of each: time, labour, facility and equipment constraint services.
- Define the five service quality dimensions.