

5/H-76 (xiii)(b) (Syllabus-2015)

2 0 1 8

(October)

COMMERCE

(Honours)

(Service Management)

(BC-504)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Discuss the role of services in the economic growth of a developing economy. 8
- (b) With the help of suitable examples, state the different types of services. 7

Or

Mention the important characteristics of a service. In what way can a service quality be improved through the 7 P's of service marketing? 5+10=15

(Turn Over)

(2)

2. Define service process. What are the influencing factors that determines the choice of a service process? 5+10=15

Or

- (a) What are the benefits derived by a service firm in offering a service guarantee? 7
- (b) With the help of a diagram, explain service process matrix. 8
3. (a) "Segmentation is important for the success of marketing." Comment. 7
- (b) Explain the importance of forecasting service demand. 8

Or

- (a) Discuss the importance of word of mouth communication in building competitive edge for a service firm. 6
- (b) Mention the different pricing strategies adopted by a firm at different stages in a service life cycle. 9
4. (a) What is services channel process? Briefly explain the employee's role in service delivery. 5+5=10
- (b) Highlight the importance of managing servicescape in overcoming intangibility in service. 5

D9/135

(Continued)

(3)

Or

Differentiate between service quality and service value. Briefly describe the service quality model. 6+9=15

5. Write short notes on any three of the following : 5×3=15

- (a) Role of technology in service
- (b) Emerging services in India
- (c) Service profit chain
- (d) Social media advertising

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