

5/H-76 (xiii) (b) (Syllabus-2019)

2022

(November)

COMMERCE

(Honours)

(BC-504)

(**Service Management**)

(Under Revised Syllabus)

Marks : 75

Time : 3 hours

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

1. (a) Discuss the unique characteristics of services that differentiate it from other products. 7
- (b) Identify the factors that have contributed to the growth of services. 8
- Or*
- (a) How do the "7 P's" of services help in overcoming difficulties of intangibility? 8
- (b) Explain the different types of services with suitable examples. 7

(2)

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

Or

- (a) What do you understand by the term 'service blueprinting'? 5
- (b) How does physical layout help to respond to customer's changing interests? 10

3. What is service encounter? Briefly explain the various types and elements of service encounter. 3+6+6=15

Or

With a suitable example, briefly explain the service life cycle. 15

4. (a) What is services channel process? Briefly explain the employee's role in service delivery. 5+5=10
- (b) Explain the concept of providing services through intermediaries. 5

Or

- (a) Explain the important role of the servicescape in promoting a service firm. 7
- (b) With a suitable example, explain how response time is important in the service industry. 8

(3)

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

- (a) Service outsourcing
- (b) Role of technology in service
- (c) Internationalisation of services
- (d) Role of serial media in providing service quality
- (e) Emerging services in India
