

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

2019

(October)

COMMERCE

(Honours)

(BC-504)

(Service Management)

Marks : 75

Time : 3 hours

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

1. (a) Define the term 'service'. Enumerate some important differences between a good and a service. 3+5=8

- (b) Explain briefly the characteristics of services. 7

Or

- (a) Identify the factors that have contributed to the growth of services. 8

- (b) Highlight the importance of ethics in services using relevant examples. 7

(2)

(3)

2. (a) What do understand by the term 'Service Blueprinting'? 5

(b) "Service Blueprinting is not only beneficial, but a necessity for a service provider." Comment. 10

Or

(a) Using suitable examples, explain the need for and importance of automation in services. 12

(b) Define job design in the context of service management. 3

3. (a) Explain the different types of service encounters with suitable examples. 9

(b) Highlight the importance of a service encounter to a service provider. 6

Or

Explain the steps involved in new service development. 15

4. (a) Explain the concept of providing service through intermediaries. 6

(b) How does servicescape affect the customer experience? 9

Or

(a) Explain the terms 'service failure' and 'service recovery'. 3+3=6

(b) Describe the important dimensions of service quality. 9

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

(a) Service outsourcing

(b) Affiliate marketing

(c) Internationalisation of services

(d) IT enabled services
