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(February)

COMMERCE

(Honours)

(Service Management)

[BC-504]

Marks : 75

Time : 3 hours

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

1. (a) Explain the concept of service and highlight the importance of services in a developing country like India. 3+7=10
- (b) What is the significance of people in the service mix? 5
- Or
- (a) "4Ps of marketing are considered inadequate for services." Explain this statement. 7
- (b) Explain the 4Is of services. 8

2. (a) Explain the importance of customer perceptions of the physical environment. 7
- (b) What is work measurement? Explain any one of the techniques of work measurement. 3+5=8

Or

- (a) What do you understand by service design? 6
- (b) Explain the concept of service process matrix with suitable example. 9

3. Why is pricing of services different from product? Explain the different approaches to pricing services. 6+9=15

Or

- (a) Briefly explain the service life cycle. 8
- (b) Is positioning of services as important as positioning of products? State your reasons with suitable examples. 7

4. What is service delivery system? Explain the elements of an excellent service. 5+10=15

(3)

Or

- (a) What are the characteristics of routing and scheduling? 8
- (b) Explain how response time is important in service. 7
5. (a) Explain the challenges to global service marketers. 7
- (b) Explain the concept of service profit chain. 8

Or

Write short notes on the following : 5×3=15

- (a) Social media advertising
- (b) Service product development
- (c) Emerging services in India

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