

Odd Semester, 2020

(Held in March, 2021)

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 services. Explain how services are being classified. 2+6=8
- (b) Explain the different types of services with suitable examples. 7
- Or*
- (a) Explain the distinctive characteristics of services and its implications for managers. 9
- (b) How do the 7Ps of services help in promoting the service industry? 6

2. (a) How does physical layout help adapting to respond to customers' changing interests? 10
- (b) How does 'service guarantee' reduce perceived risks of purchase decision? 5

Or

- (a) Briefly explain the factors influencing choice of service process. 9
- (b) "Waiting-line experience in a service facility significantly affects the overall perceptions of the quality of service provided." Explain. 6

3. (a) What do you mean by service encounter? 5
- (b) Explain the use of service encounter triad to describe service firm's delivery process. 10

Or

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

4. (a) What do you understand by service recovery and why is it important? 2+4=6
- (b) How do the dimensions of service quality differ from those of product quality? 9

(3)

Or

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

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

- (a) Service product development
- (b) Service outsourcing
- (c) Role of social media in providing service quality
- (d) Impact of technology in services
- (e) Emerging services in India

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