

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

2 0 1 7

(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 unique characteristics of services that differentiate it from the product. 7
- (b) How does the '7 Ps' of services help in overcoming difficulties of intangibility? 8

Or

Describe the evolution of service sector and list out the factors contributing to the growth of this sector. 6+9=15

(2)

2. (a) Describe the service process. 10
(b) How does an effective service process design help in improving service quality? 5

Or

- (a) Define service blueprinting. 5
(b) Discuss the different strategies adopted by service firms to manage waiting lines. 10

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

Or

- (a) Discuss the challenges of marketing of services. 9
(b) Why is 'word of mouth' communication an important promotional tool in services marketing? 6

4. (a) Define physical evidence and state the types of physical evidence. 2+6=8
(b) Do you think that a proper management of physical evidence can help promote the services? Substantiate your answer with suitable examples. 7

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(Continued)

(3)

Or

What is service recovery? Discuss the importance of service recovery and highlight the different recovery strategies used in a service firm. 2+7+6=15

5. Write notes on the following (any three) : 5×3=15

- (a) Service outsourcing
(b) Service profit chain
(c) Service marketing triangle
(d) Impact of technology in services
(e) Emerging services in India

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