(2½ hrs) (Marks: 75)

Note: - All questions are Compulsory
   Put example and diagram wherever necessary
   Figures to right indicate marks.

Q.1 (a) State whether the following statements are 'True' or 'False' (Any Eight) (8)

1. Services are characterized only by homogeneity.

2. Services marketing first came into existence in the 1980's.

3. Management does not help the organization to achieve its objective.

4. Service quality is the key of survival to all servicing companies.

5. Management can lose its authority and power by empowering its employees.

6. Employees face real challenges in suppressing their true feelings.

7. Brokers bring buyers and sellers together while assisting in negotiation.

8. A public sector organization is one that is operated by the government.

9. Social enterprises can be structured as a for-profit.

10. The causes of low morale can vary by business.

Q.1 (b) Match the Columns: (Any seven) (7)

Group 'A'	Group 'B'
1. Service	a. Tertiary sector
2. Heterogeneity	b. Intangible
3. Service sector	c. Makes it difficult to establish standard
4. Service cape	d. Third party markets
5. Referral markets	e. Moment of truth
6. Service encounters	f. Booms and Bitner
7. External marketing	g. Boundary spanners
8. Internal marketing	h. Establish a long term relationship with customers
9. Interactive marketing	i. Employee knows strengths & weakness of organization
10. Front line services	j. Grab the attention of the market

Q2. Answer any two from the following

(a) Explain the meaning and features of services. (8)
(b) What are the reasons for growth of service sector? (7)

OR

(c) How is service culture developed in organization? (8)
(d) Discuss the six market model. (7)

BFC16B0AB48DABCDD9A45FE74D5CC51B

Q3.Answer any two from the following
    (a) Service triangle. Explain briefly. (8)
    (b) Strategies for managing emotional labour. Explain briefly. (7)
<div align="center">OR</div>

    (c) Explain the challenges in recruitment in service sector. (8)
    (d) How can the manager motivate employees in service industry? (7)

Q.4 Answer any two from the following
    (a) What do you mean by service quality? Explain its dimensions. (8)
    (b) Explain the service gap model. (7)
<div align="center">OR</div>

    (c) Reasons and strategies adopted to fill the gaps in service gap model. Explain? (8)

    (d) Discuss advantages and challenges of delivering services through agents and
    brokers? (7)

Q5. Answer any two from the following
    (a) Discuss the reasons for attrition in service sector. (8)
    (b) Discuss cycle of failure, cycle of mediocrity, and cycle of success. (7)

<div align="center">OR</div>

Q.5 Write Short Notes on: (Any three) (15)
    i) Organizational effectiveness
    ii) Creating a leading service organization
    iii) Servicescape
    iv) Interviewing techniques
    v) Quality issues in service

<div align="center">*************</div>

BFC16B0AB48DABCDD9A45FE74D5CC51B