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**PRESIDENCY UNIVERSITY  
BENGALURU  
SCHOOL OF COMMERCE**

**TEST-1**

**Winter Semester:** 2021 - 22

**Course Code:** MGT 144

**Course Name:** Service Management

**Program & Sem:** BBA & IV Sem

**Date:** 26<sup>th</sup> April 2022

**Time:** 11.30 AM to 12.30 PM

**Max Marks:** 30

**Weightage:** 15%

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**Instructions:**

- (i) Read the question properly and answer accordingly.
  - (ii) Complete the test within the time given.
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**Part A [Memory Recall Questions]**

**Answer all the 10 Questions. Each Question carries ONE mark. (10Qx1M=10M)**

1. "Services can be offered in connection with goods". Substantiate the statement with three examples (CO1, Knowledge)
2. How can a satisfied customer be an asset to a brand? Explain with example (CO1, Knowledge)
3. Services can be related with post sales activity. Give three examples substantiating the same. (CO1, Knowledge)
4. What do you mean by heterogeneity? Mention two points on how services can be heterogeneous in nature. (CO1, Knowledge)
5. Simultaneity is a key attribute of service based company. Mention two points to defend the statement. (CO1, Knowledge)
6. Service has the ability to connect with mental stimuli of an individual. Mention examples of two services based companies that are into mental stimuli service. (CO1, Knowledge)
7. Electronic platform has had its impact on various industry and service is no exception to the same. Give examples of any two companies that are directed towards intangible assets. (CO1, Knowledge)
8. Increased complexity of life has led to increased demand for service. Give two examples to substantiate the statement. (CO1, Knowledge)
9. Service marketing is the same as \_\_\_\_\_. (CO1, Knowledge)
  - a. Retail Marketing
  - b. Product Marketing
  - c. Marketing of technical products
  - d. Relationship marketing

10. Which of the following is difficult to evaluate? (CO1, Knowledge)
- Jewellery
  - Car
  - Furniture
  - Service of a career counsellor

**Part B [Thought Provoking Questions]**

**Answer both the Questions. Each Question carries FIVE marks. (2Qx5M=10M)**

11. Mr A has been managing a car manufacturing company from last ten years, now he is planning to start car service station with the same brand name. Mr A has knowledge of managing a product based company but not a service based organization. Help Mr A in comparing the attributes of product based organization with service based company (CO1, Comprehension)
12. Mr X is willing to start an App based company that will offer online doctor consulting services to customers. Explain the challenges that Mr X may face for starting a service based company (CO1, Comprehension)

**Part C [Problem Solving Questions]**

**Answer the Question. The Question carries TEN marks. (1Qx10M=10M)**

13. Travel hub is an app based company that provides a platform for the property owners to register their properties on rental basis and travellers to book properties for a short stay so that they can have a home like experience even when travelling to a different state or country. Design a service marketing mix for travel hub and emphasize on various digital promotion strategies that can be adapted by the company. (CO1, Application)

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**PRESIDENCY UNIVERSITY  
BENGALURU  
SCHOOL OF MANAGEMENT  
TEST-2**

**Sem & AY:** Even Sem 2021-22

**Course Code:** MGT 144

**Course Name:** Service Management

**Program & Sem:** BBA / IV Sem

**Date:** 1<sup>st</sup> June 2022

**Time:** 11.30 AM to 12.30 PM

**Max Marks:** 30

**Weightage:** 15%

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**Instructions:**

*(iii) Read the question properly and answer accordingly.*

*(iv) Complete the test within the time given.*

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**Part A [Memory Recall Questions]**

**Answer all the 10 Questions. Each Question carries One mark (10Qx1M=10M)**

1. What do you mean by Physical evidence in services blueprint? Describe with an example.  
**(CO 2, Knowledge)**
2. Task performed by employees at work are interrelated. Describe the meaning of line in services blueprint  
**(CO 2, Knowledge)**
3. Lack of customer satisfaction could not only be due to the poor service of the company but can also be due to over expectation from the customer. Describe the first gap in service marketing.  
**(CO 2, Knowledge)**
4. Employees play a key role in service industry for imparting quality service to ensure customer satisfaction. Describe the importance of empathy in service industry with an example.  
**(CO 2, Knowledge)**
5. Predicting the future demand for services is challenging due to changing market trends and customer taste and preference. Describe any two possible situations in case of demand and supply of services.  
**(CO 2, Knowledge)**
6. Service based organization can balance the demand and supply of services by managing the resources of the company. Describe two organization resources that can help the company n balancing demand and supply  
**(CO 2, Knowledge)**
7. Describe two strategies that can be adopted by service based organization in case of high demand for services.  
**(CO 2, Knowledge)**
8. Every day cannot be a profitable day for a company. There could be situations where company may experience low demand for their services. Describe any two tactics that can be considered by the company in case of low demand for services.  
**(CO 2, Knowledge)**
9. Ideal way to deal with the fluctuating demand for services is by matching the capacities. Describe two ways through which high demand for services can be managed with effective capacity management.  
**(CO2, Knowledge)**
10. The dimensions of service quality are  
**(CO 2, Knowledge)**

- a. Reliability
- b. Assurance
- c. Tangibles
- d. All the above

### **Part B [Thought Provoking Questions]**

**Answer both the Questions. Each Question carries 5 marks. (2Qx5M=10M)**

11. Employees are the backbone of an organization as their contribution plays a vital role on effective functioning of the company. In services as employees not only perform their routine task but are the ones who represent the organization, hence it is important to ensure timely and simple work instructions to employees so that they can execute their task effectively. Discuss the concept of Services blueprint and its role in enhancing the effectiveness of employees at work.

**(CO2, Comprehension)**

12. Before a product or service is offered to a customer, it is important for a marketer to understand the customer thought process and how it can influence their buying behaviour. Having a detailed understanding of the phases involved in customer buying will help the company to design their offering at various levels. Explain the process of consumer decision making with an example and its relevance from marketer perspective.

**(CO2, Comprehension)**

### **Part C [Problem Solving Questions]**

**Answer the Question. The Question carries Ten marks (1Qx10M=10M)**

13. Product or service goes through various phases from introduction to decline stage subjected to the impact of various external and internal factors of an organization. It is not only important to understand the phase of the service but very crucial to articulate relevant strategies in line with the Phase. Illustrate the phases of service development life cycle with a company example.

**(CO3, Application)**

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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM EXAMINATION**

**Winter Semester:** 2021 - 22

**Course Code:** MGT 144

**Course Name:** Service Management

**Program & Sem:** BBA & IV Sem

**Date:** 29<sup>th</sup> June 2022

**Time:** 1:00 PM to 04:00 PM

**Max Marks:** 100

**Weightage:** 50%

**Instructions:**

(v) Read the all questions carefully and answer accordingly.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries THREE marks.  
30M)**

**(10Qx 3M=**

1. Designing a service can help a company to do their business but having a differentiating factor in their service idea can help the company have a competitive advantage. Mention three Principles of design thinking (CO 4) [ Knowledge]
2. Quality of service offered depends on the skill of the service provider and good ambience or infrastructure definitely proves to be an add on for the same. Describe the concept of Physical evidence in service with an example (CO 4) [ Knowledge]
3. It is important for a service based organization to not only stay connected with internal stake holders of the organization but also understand the business scenario from external stake holder's perspective. Describe the role of boundary spanners in helping the to bridge the gap between internal and external environment of the business (CO 3) [ Knowledge]
4. Effective service encounter is not just dependent on the ability of the service provider but there are various other elements that contributes to the same. Describe any two elements of service encounter with an example (CO 3) [ Knowledge]
5. Technological advancement has changed the way and platform through which a sales executive can interact with a customer. Define remote encounter with two examples (CO 3) [ Knowledge]
6. "Service can be offered in connection with a product or can also be independent in nature". Describe the statement and mention two examples of service that are independent in nature (CO 1) [ Knowledge]

7. Concept of service idea mainly depends on the need and wants of prospective customers of a business. Describe examples of three exclusively people based service (CO 1) [ Knowledge]
8. Service is different from the product as it cannot be ..... and also can't be ..... unlike in case of a product (CO 1) [ Knowledge]
  - a) Owned, stored b) owned, availed c) A & B d) none of the above
9. Demand and supply of services can be effectively strategized by a service based company. Describe two organization resources that can help the company in balancing demand and supply. (CO 2) [ Knowledge]
10. Internal and external stake holders play a major role in influencing a business? Mention any four stake holders for the service based organization. (CO 2) [ Knowledge]

### Part B [Thought Provoking Questions]

**Answer all the Questions. Each question carries EIGHT marks. (5Qx8M=40M)**

11. Mr A is willing to start a business and is considering to start a service based company. He is willing to understand various attributes of a service or a service based organization. Discuss the concept of services and various features of service. (CO 1) [ Comprehension]
12. Consumer is expected to follow certain steps before engaging in buying behavior for service of a company, marketers keep these phases in mind and accordingly pitch their service idea to the customers. Explain the phases involved in consumer buying process with an example. (CO 2) [ Comprehension]
13. Marketing executives play an important role by pitching the products for prospective customers and convincing them to buy product or service. Though the platform of communication between marketing and customer has changed over years but the relevance of conversation between the sales executive and customer still remains the same. Discuss the meaning of service encounter and various types of service encounter. (CO 3) [ Comprehension]
14. It is important for a service based organization to not only stay connected with the internal stake holders of the company but to also collaborate with various external parties that majorly impact the business. Discuss the concept of boundary spanning role and its types. (CO 3) [ Comprehension]

15. Though the quality of service mainly depends on the ability of the service provider, still the physical evidence or the ambience in which the service is provided plays a significant role in enhancing customer experience. Discuss the meaning of service evidence and its types.

(CO 4) [

Comprehension]

### Part C [Problem Solving Questions]

**Answer both the Questions. Each question carries FIFTEEN marks.  
(2Qx15M=30M)**

16. AMZ is a bank that operates all over India, in a recent audit conducted by the bank it was observed that few employees lack clarity about products and services offered by the bank, some of them did not know the hierarchy and the flow in which the query has to be escalated further, some lacked the skill to address customer issue in a timely manner. Based on the situation the audit team advised the bank to have a services blueprint and train all the employees about the relevant areas related to their work. Illustrate a services blueprint for a bank and how training can be imparted to the employees on the aspects of blueprint.

(CO 2) [

Application ]

17. UC is an app based company that follows aggregator business model and provides a range of services such as home salon, car servicing, plumbing, home cleaning laundry, electrician service through registered service provider. As per the present market condition the company has very few competitors but the management of the company want to be ready for the future market volatility in case of intense competition and low demand for their services in future. Apply the concept of service development life cycle and help the company is coming up with strategies so that they do not enter decline stage of their business in future.

(CO3) [

Application ]