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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**MAKE UP EXAMINATION – JAN 2023**

**Course Code:** MGT144

**Course Name:** Service Management

**Program:** BBA

**Date:** 20-JAN-2023

**Time:** 9:30AM to 012:30PM

**Max Marks:** 100

**Weightage:**50%

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**Instructions:**

(i) *Read the all questions carefully and answer accordingly.*

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**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries Three marks. (10Qx 3M= 30M)**

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 all 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 ]