

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JUN 2023**

**Semester :** Semester II - 2022

**Course Code :** BBA2009

**Course Name :** Sem II - BBA2009 - Service Management

**Program :** BAV, BBB, BBD & BBE

**Date :** 16-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(10 X 2 = 20M)**

1. Describe Service Recovery.  
(CO4) [Comprehension]
2. What is a Health Care Service?  
(CO5) [Comprehension]
3. Suggest any four suitable bases for tsegment service sector.  
(CO3) [Comprehension]
4. List out the dimensions of Service Quality.  
(CO3) [Knowledge]
5. What do you mean by Service?  
(CO1) [Knowledge]
6. Write down the objectives of Service Life Cycle.  
(CO2) [Knowledge]
7. What is SERVQUAL?  
(CO4) [Comprehension]
8. What do you mean by Desired Service?  
(CO1) [Knowledge]
9. Describe Interactive Marketing.  
(CO2) [Knowledge]
10. Name three fastest growing services in India.  
(CO5) [Comprehension]

## **PART B**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**4 X 10 = 40M**

11. Illustrate the basic characteristics of Services compared with Goods. What are the implications of these characteristics for KFC, HDFC Bank, Indian Airlines?  
(CO3)[Comprehension]
12. Explain the customer levels of service expectations with examples.  
(CO3)[Comprehension]
13. Prepare a rough service blueprint for a banking firm.  
(CO3) [Comprehension]
14. Choose an example of any two very bad service encounter that you have experienced recently and discuss it.  
(CO3) [Comprehension]

## **PART C**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2 X 20 = 40M**

15. "Services are now an integral part of any economy's infrastructure and have become indispensable to urban life." Substantiate with suitable examples.  
(CO3) [Comprehension]
16. Suppose you are the marketing manager of a Quick Service Restaurant like KFC. What factors will you keep in mind to meet customer expectations? (Use SERVQUAL method)  
(CO5) [Application]