

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester IV - 2021  
**Course Code :** BBA2009  
**Course Name :** Sem IV - BBA2009 - Service Management  
**Program :** BBA

**Date :** 14-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. What is a Health Care Service?  
(CO5) [Comprehension]
2. What do you mean by Servicescape?  
(CO4) [Comprehension]
3. What do you mean by Customer Expectation?  
(CO1) [Knowledge]
4. Describe Gap 2 in Service Marketing.  
(CO3) [Knowledge]
5. Write down the objectives of Service life cycle.  
(CO2) [Knowledge]
6. Recognise and list out the unique characteristics of services.  
(CO1) [Knowledge]
7. Write a short note on Zone of Tolerance.  
(CO2) [Knowledge]
8. Describe the principles of Service Design thinking.  
(CO5) [Comprehension]
9. Describe Boundary Spanning.  
(CO3) [Comprehension]
10. List out the types of 'People' involved in service.  
(CO4) [Comprehension]

**PART B**

**ANSWER ALL THE 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?  
(CO1,CO2) [Comprehension]
12. Discuss the factors influencing expectations were the most important in your decision? Why?  
(CO3,CO2) [Comprehension]
13. Explain the ways to manage the customers waiting to avail of the service at a doctor's clinic.  
(CO3,CO4) [Comprehension]
14. Discuss the process of Service Planning.  
(CO4,CO5) [Comprehension]

**PART C**

**ANSWER ALL THE QUESTIONS**

**(2 X 20 = 40M)**

15. Discuss why each of the three new mix elements (process, people, and physical evidence) is included. How might each of these communicate with or help to satisfy an organization's customers?  
(CO2,CO3,CO1) [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,CO4,CO3) [Application]