

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT**  
**END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021  
**Course Code :** BBA2009  
**Course Name :** Service Management  
**Program :** BBA Aviation Management

**Date :** 03-JAN-2024  
**Time :** 1:00 PM - 4:00 PM  
**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**

**5 X 2M = 10M**

1. List down the characteristics of services. (CO1) [Knowledge]
2. Draw Zone of tolerance and identify the zone of customer delight and customer dissatisfaction. (CO2) [Knowledge]
3. Define service culture. (CO3) [Knowledge]
4. Define service blueprint. (CO4) [Knowledge]
5. What do you understand by ping-ponging? (CO4) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10 = 50M**

6. Summarize the dimensions of E-service quality. (CO2) [Comprehension]
7. Discuss the role of non-monetary costs in services. (CO3) [Comprehension]
8. Explain the approaches in pricing services. (CO3) [Comprehension]

9. Explain the implications of customer complaint actions followed by service failure.  
(CO4) [Comprehension]
10. Identify the strategic roles of servicescape.  
(CO4) [Comprehension]

**PART C**

**ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. Sketch the key elements of service blueprint relevant to a service industry of your choice.  
(CO5) [Application]
12. Interpret the strategies involved in service recovery.  
(CO4,CO5) [Application]