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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION - MAY /JUNE 2024**

**Semester :** Semester IV -2022

**Course Code :** BBA2009

**Course Name :** - Service Management

**Program :** BBA

**Date :** June 19, 2024

**Time :** 9:30 AM - 12:30 PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10**

1. One of the most defining features of service that sets it apart from a product is that the services provided by any service provider cannot be seen, touched, smelled, or seen. Identify the mentioned characteristic.
2. Recall the 'adequate service' that a customer would expect when they book a hotel.
3. Describe the service marketing triangle.
4. List out the elements of a service blueprint.
5. Name two companies from any service sector of your choice.
6. Define service culture.
7. Define servicescape.

(CO1) [Knowledge] (CO2) [Knowledge] (CO3) [Knowledge] (CO4) [Knowledge] (CO5) [Knowledge] (CO3) [Knowledge] (CO4) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50**

1. By considering a service sector of your choice, summarize the service marketing mix.

(CO1) [Comprehension]

1. Explain the stage of the service life cycle with relevant examples.
2. Explain the SERVQUAL model of service quality.

(CO2) [Comprehension] (CO3) [Comprehension]

1. **“**Service innovation can be used to create offerings that previously couldn’t meet consumer demands, open up new market opportunities, and help an organization stand out from the competition.” Review the above statement by giving examples of service innovation from any sector.

(CO4) [Comprehension]

1. "The service sector is a part of the economy that offers a wide range of intangible economic activities including finance, healthcare, education, hospitality, transportation, telecommunications, information technology, entertainment, and so on.” Defend the above statement by choosing a particular service sector of your choice.

(CO5) [Comprehension]

Imagine visiting a particular restaurant once a month. One fine day, you are denied entry despite having made a reservation. The staff informs you that the restaurant is booked out and they cannot find your reservation. Hotel overbooking is a common practice in the hospitality industry, where hotels accept more reservations than the actual number of available rooms. While overbooking allows hotels to maximize revenue and occupancy rates, it can also lead to challenges and potential guest dissatisfaction**.** This experience will likely change your perception of this place, and you might reconsider your next visit. Describe the measures that the restaurant can take to overcome such service failures.

(CO4) [Comprehension]

1. “A complex combination of strategies is needed to ensure that service employees are willing and able to deliver quality services and that they stay motivated to perform in customer-oriented, service- minded ways.” Summarize the strategies used by organizations to ensure that service employees deliver customer-oriented service delivery.

(CO3) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40**

1. Growth in services is at the expense of the manufacturing sector of the economy.’ Examine the above statement and justify your response.

(CO1) [Application]

1. Aster Home Retail sells a variety of household consumer goods online. Management plans to expand product offerings to include more outdoor products for gardens and patios because they believe customers want more options. Before they launch this new product line, management decides to use the gap model of service quality to identify any other opportunities to improve the customer experience. After reading customer reviews carefully, they realize customers are happy with the selection but feel that shipping costs are too high. Illustrate the gap identified in the above case scenario. Also, examine the five gaps in the GAP model of service quality.

(CO3) [Application]

1. Sketch a blueprint for a service sector of your choice and interpret the components of the diagram.

(CO4) [Application]