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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023-24

**Course Code**: BBA 2009

**Course Name**: Service Management

**Program & Sem**: BBA

**Date**: 13.08.2024

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

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questionscarefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any Five Questions. (5Qx 2M=10M)**

1. Explain the "moment of truth" when a customer visits a beauty salon to get a haircut.

(CO2) [Knowledge]

1. Name any two situational factors that may affect adequate service expectations. (CO2) [Knowledge]
2. Define services. (CO1) [Knowledge]
3. Identify the stage in the service life cycle when the usage rate of services diminishes with

technological advancement and changing consumer tastes. (CO2) [Knowledge]

1. Define "Moment of truth". (CO2) [Knowledge]
2. The benefits derived from services cannot be resold, saved, stored, or returned once utilized. Once the service is delivered, it cannot be taken back or transferred to another user. Identify the features of the services mentioned above. (CO1) [Knowledge]
3. Suggest any two people processing services. (CO1) [Knowledge]

**Part B**

**Answer any Five Questions. (5Qx 10M=50M)**

1. Identify and discuss three major challenges organizations face when implementing service innovation. (CO1) [Comprehension]
2. Discuss the strategic importance of servicescape in service delivery. (CO1) [Comprehension]
3. “Services are unique, and the peculiar characteristics of services create challenges and opportunities for service marketers". In light of the above statement, explain the unique features of services. (CO1) [Comprehension]
4. "Services are now an integral part of any economy's infrastructure and have become indispensable to urban life." Examine the above statement with suitable examples. (CO1) [Application]
5. "Customers compare their perceptions of performance with reference points when evaluating service quality, thorough knowledge about customer expectations is critical to service marketers." In the light of the above statement, summarize the factors affecting service expectations.

(CO2) [Application]

1. Explain the service marketing mix for a hospital. (CO1) [Comprehension]
2. Explain why boundary spanning is critical for the success.

(CO2) [Comprehension]

**Part C**

**Answer any Two Questions. (2Qx 20 M=40M)**

15. "LuxStay Hotels" is a global chain of luxury hotels known for its exceptional service and guest experience. However, the hotel chain has recently faced challenges in maintaining its reputation for outstanding service, especially as it expands into new markets. This case study explores how LuxStay Hotels can use the Services Marketing Triangle to address these challenges and improve overall service delivery. (CO1) [Application]

Q. Propose specific training programs LuxStay Hotels can implement to improve internal marketing.

16. "TechSolutions Inc." is a mid-sized technology company specializing in software development and IT consulting services. The company has recently expanded its client base to include several large multinational corporations. With this expansion, TechSolutions has faced challenges in maintaining effective communication and coordination between its internal teams and external clients. The company's success relies heavily on boundary-spanning roles to bridge the gap between different departments and between the company and its clients.

Boundary spanners at TechSolutions include project managers, account managers, and customer support representatives who interact regularly with clients to understand their needs, communicate project progress, and address any issues that arise. These roles are critical in ensuring that the company delivers high-quality services that meet client expectations. (CO1) [Application]

Q. Analyze the impact of communication barriers on project outcomes at TechSolutions Inc.

17. Companies with services in the decline part of the life cycle have five options. Illustrate the options. (CO2) [Application]