

Please check whether you have got the right question paper.

- N.B:**
1. All questions are compulsory subject to internal choice
  2. Figures to the right indicate full marks.

- Q.1** Attempt **any two** questions: 15
- a) Describe the factors stimulating growth in services.
  - b) Define Buying Roles. Explain the six distinct buying roles.
  - c) what are services Guarantess what are the reasons for service guarantees ?
- Q.2** Attempt **any two** questions: 15
- A) Explain the basic P's in service marketing with reference to banking sector
  - B) what are the factors affecting pricing decisions ?
  - C) Explain the strategies for managing capacity to match demand
- Q.3** Attempt **any two** questions: 15
- A) Explain the process for Effective service Recovery
  - B) State the ten stage approach for handling complaints
  - C) What are the key tools for improving service productivity?
- Q.4** Write short notes on **(any two)**: 15
- a) External marketing
  - b) Service mapping
  - c) Dimensions of Service Leadership

- Q.5** Case study: 15
- The service organisation have their exclusive systems of delivering services to their customer hence, they will have to specially train people in their own methods and norms of attending to the needs of the customers and their unique system of delivery. Service organisations should carefully interview and screen only those people who have the service inclination and the service competency while the competency can still be developed by training and exposure.
- The patient – handling protocol in a nursing home needs to be defined for both the doctors as well as the other missionary staff beginning with the front reception office where the patient and his other members of a family make the first contact.

Questions: (five marks each)

- A) Explain the importance of training in service industry.
- B) To what extent the training will help the security staff in rendering better service to nursing home patients ?
- C) Evaluate the importance of front office staff with reference to the above case.

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