

Please check whether you have got the right question paper.

- N.B:**
1. Section I is compulsory
 2. Attempt any 3 (three) from Section II
 3. **Figures to the right indicate full marks.**

Section I

- Q. 1** Explain the following concepts (**any five**) **15**
- a) Meaning of services
 - b) Physical evidence
 - c) Vision-Mission
 - d) Types of contacts
 - e) Benchmarking
 - f) Consumer buying behavior

- Q. 2** Case study : **15**
- Read the case and answer the questions given below
- Preeti was an enterprising Punjabi Housewife who was very popular amongst her family & friends for her cooking skills. Encouraged by her Patrons, She started a food Venturing business. She operated from her home and entirely depended on her cooking skills. She did not hire any professional help. Initially she was doing well but as the business grew, she was unable to manage. The deliveries suffered, the house was in shambles, the maid Servants and delivery boys were untidy. The customers started noticing this and some also complained. It was time for her to recover the business.

Questions:-

- (i) Give your Suggestions as to how Preeti should rectify the situation as a service Recovery Strategy. **08**
- (ii) Explain the importance of Physical evidence in a service industry. **07**

Section II

- Q. 3** Explain the distinctive characteristics of services. **10**
- Q. 4** Explain the SERVQUAL model and the key dimensions of Quality. **10**
- Q. 5** What is Service Productivity and state strategies for improving Productivity? **10**
- Q. 6** Write notes on (**any two**) **10**
- a) Service Triangle
 - b) Zone of Tolerance
 - c) Managing demand & capacity.