

TB174665C

Reg.No:

Name:

BMS DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2019
(2017 Admissions Regular, 2016 Admissions Improvement/Supplementary & 2015
Admissions Supplementary)
SEMESTER IV - CORE COURSE (INTERNATIONAL BUSINESS)
CO4B09TB - SERVICES MANAGEMENT

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark

1. What is relationship marketing?
2. What do you understand by service failure?
3. What is Emotional Labour?
4. List out the components in the Service marketing triangle.
5. What do you mean by Servicescape?
6. Define the concept of a 'Service Encounter'.

(6x1=6)

PART B

II Answer any seven questions. Each question carries 2 marks

7. What is the difference between Procedural and Outcome justice?
8. Outline the basis on which services are priced.
9. Discuss the importance of a firms' management in delivering service quality.
10. What are the different types of conflict a frontline service personnel faces?
11. Diagrammatically represent the Service Product and its components.
12. Discuss the role played by the Physical evidence in promoting services.
13. How are hotels classified?
14. Discuss the concept of CLV in customer relationship management.
15. Give an example of compatibility management practiced in services.
16. Why is the Service encounter stage known as the 'moment of truth'?

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. Explain the ladder of loyalty concept with examples.
18. Elaborate on the concept of 'Zone of tolerance' and its relevance in managing services.

19. What are different service recovery strategies that firms can adopt?
20. Detail the challenges in promotion of services.
21. Discuss the Service Profit Chain Model.
22. Describe the factors influencing customer expectation of services.
23. How is segmentation done in Tourism?
24. Diagrammatically represent the GAPS Model of Service Quality.

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. How is service quality measured using SERVQUAL?
26. Discuss the strategies to build customer loyalty with examples.
27. Broadly outline the steps in Service Blueprinting. Represent the service of your choice using service blueprint.
28. Describe the growing importance of the service sector in India.

(2x15=30)