MB-114

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Degree Examination, May/June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT (Compulsory)
Services Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Q1) **Answer any five sub-questions. Each sub-question carries three marks.** **[5 × 3 = 15]**

a) What is servitisation?
b) How services mix differ from traditional marketing mix?
c) Who are the depository participants?
d) What are service encounters?
e) What are the dimensions of service quality?
f) What is service recovery?
g) What is JIT in services?

SECTION - B

Answer any four questions. Each question carries five marks. **[4 × 5 = 20]**

Q2) Discuss the scope of services management.

Q3) What are the challenges in marketing of banking services?

Q4) "Each and every service encounter is an opportunity to build loyalty". Comment.

Q5) Explain the role of technology in service.

Q6) What is business process outsourcing? Explain its relevance in services.

Q7) Explain the importance of branding in services marketing.

SECTION - C

Answer any three questions. Each question carries ten marks. [3 × 10 = 30]

Q8) Discuss the impact of service sector on Indian GDP.

Q9) "Non Banking Financial Institutions are neither Banking institutions nor purely financing institutions". Discuss.

Q10) Service characteristics are the challenges for measuring service quality. How do you measure the service quality?

Q11) Discuss the significance of IT enables service companies and call centres in the modern economy.

Q12) Explain the problems faced by hospitality sector during Covid-19 Crisis.

SECTION - D

Q13) **Case (Compulsory)** **[1 × 15 = 15]**

During a recent trip to Cochin, one businessman, a regular business traveller, decided to book into the Sea View International Hotel because of its reputation for great service. As a 4-star hotel, Sea View proved to be a lovely hotel with splendid rooms with a good view of the sea, excellent facilities, good food and friendly staff. The businessman therefore, enjoyed his stay there - right up to the last few minutes when it was all spoiled by an aweful experience when he checked out.

As the businessman was waiting to settle his bill, he noticed that one of the check-out staff at the front desk was acting in a surprisingly impolite manner towards another hotel guest. She had a look on her face as if she was standing in something that smelled foul and she was talking to him in a contemptuous manner as if he were a naughty school boy or someone who owed her money. She was certainly not providing the 'gracious personal attention' that the hotel claimed as their hallmark, in their brochure and tariff card. The businessman happened to be the next customer for her and he had to personally sample her version of customer service.

She began by beckoning the businessman to her desk with the type of gesture the animal trainers at the circus use to beckon a performing animal. (Even they usually smile when they do it. But out lady still had her "I don't like doing this" expression on her face.) There was no "Can I help you?" or "Who's next please?" from her.

Then she ensured that her main attention was devoted to her computer screen that was positioned at right angles to the desk. This way she was able to keep looking away and avoid eye contact with the businessman. She actually spoke out of the side of her mouth rather than turn and face him. Next, she demanded ₹ 4500 as though it were overdue tax. There was no "here's your bill for you to check" from her. When the businessman requested a copy to check she gave him one of her scornful looks as she passed it over.

The businessman decided to confront her about her attitude to give her a chance to explain or change her manner or perhaps even to apologise. When he did so her first response was one of those questioning "Excuse me?" phrases used by city folk. So he again explained his disappointment with her attitude, this time in more detail. She then totally ignored what he had said, made no reply at all and resumed her concentration on her computer screen.

Finally, when she passed him his receipted bill, the businessman politely said, "Thank you." She replied by grunting "mm.....mm". There was no customary "It's my pleasure" or "You're welcome" from the lady.

Because of the rude behaviour of the front desk staff member, the businessman decided not to stay in Sea View the next time. She was therefore, very effective in preventing any second visit by a customer.

Questions :

a) Identify the role of service mix.

b) Discuss the case and highlight the important issues to take from the case study.