MB114

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Service Management

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub question carries Three marks. (5×3=15)

1. a) What are the types of services?

b) Give the meaning of service quality.

c) What is service guarantee?

d) Mention the features of Insurance Services.

e) Define logistic management.

f) What is Queuing theory?

g) What is branding of global services?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Write a note on value chain analysis.

3. Explain the 7 ps of services in management.

4. State the features of loyalty building.

5. What are the functions banking services?

6. Highlights the various features of web enabled services.

7. What are the factors influencing market segmentation?

[P.T.O.

SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Discuss the nature and scope of services management.

9. Explain the different factors determining site location.

10. Explain the services mix strategy for hospitality industry.

11. Discuss the contribution of services to growth of GDP.

12. Explain the role of technology in services management.

SECTION - D
(Compulsory)

13. Case study. **(1×15=15)**

With the entry of private insurance players like Tata-AIG, ICICI-Prudential and Max-New York Life, LIC felt a need to revamp its business. Based on recommendations of the leading consulting company Booz, Allen & Hamilton, LIC restructured various aspects of its business. The caselet discusses LIC's measures to train and develop competent personnel. IT focuses on the customer service initiatives of LIC by using technology and improving service delivery. Finally, the caselet talks about the change in LIC's branding and advertising strategy.

Issues:

* Need for training in Insurance.
* Branding of an insurance company.
* Use of technology in insurance services marketing.

Till the year 2000, Life Insurance Corporation (LIC) held a monopoly in the life insurance market India's only life insurance company in India. With the opening of the insurance sector to private the market was threatened.

Institutional equity (Kotak Mahindra Capital Company) and mutual funds (Kotak Mahindra Asset Management Company), has been converted (it obtained the banking license in February 2003) into Kotak Mahindra Bank (KMB).

It launched its first branch at Nariman Point in Mumbai in March 2003. KMB has tried to differentiate its services in all aspects, starting from the design of the bank logo to the design of its products and services.

Questions:

a) The changing perception about a company among customers is a challenging task for any service provider. To what extent has LIC succeeded on that front?

b) What kind of branding strategy should LIC adopt, given its increasing product mix and the aggressive brand building measures of private insurers?

———————