

(2½ Hours)

(Total Marks : 75)

Note: All questions are compulsory carrying 15 marks each.

Q.1} (A) fill in the blanks: { Any Seven}

(7)

- 1) Service Encounter is also called as \_\_\_\_\_.
- 2) In \_\_\_\_\_ marketing, markets interact directly with the end user.
- 3) \_\_\_\_\_ industry refers to core sectors of economy like roads, railways. power etc.
- 4) The \_\_\_\_\_ is a theory and business concept evolved by a group of researchers from Harvard University in the nineties.
- 5) \_\_\_\_\_ in human resources refers to the gradual loss of employees over time.
- 6) Services have \_\_\_\_\_ inventory.
- 7) The front-line employees are also termed as \_\_\_\_\_.
- 8) High quality services contribute to higher \_\_\_\_\_.
- 9) \_\_\_\_\_ can also mean lack of consistency.
- 10) The focus of an operational control system is on guiding \_\_\_\_\_ decisions.

(B) State whether true or false: {Any Eight}

(8)

- 1) The DINK culture is getting stronger and spreading wider day by day
- 2) A career in the Defence force has no risk.
- 3) Good leadership is one of the main characteristics of a healthy organization.
- 4) Team work helps to involve employees in their assigned tasks.
- 5) Physical evidence is important especially in case of service firms as services are tangible.
- 6) Human resources professionals or consultants can train new workers.
- 7) Teachers' salaries are paid alongside with other civil servants.
- 8) Healthy organizations always look for opportunities to grow.
- 9) Globalization of the economies and globalization of business are very much independent,
- 10) Agents and brokers work on commission basis.

Q.2} a) Highlight the importance of Layout and Design of Service organization.

(7)

b) Explain the need and Importance of relationship marketing in service sector organization.

(8)

**OR**

c) Discuss the Six Market Model.

(8)

d) Explain the elements of service encounter.

(7)

Q.3) a) Explain in brief the services Triangle.

(7)

b) Discuss in brief the interviewing techniques.

(8)

**OR**

c) How can the manager motivate employees in Service industry?

(7)

d) What do you mean by empowerment of service workers? Explain its advantages and Limitations.

(8)

Q.4) a) Discuss the various quality issues in services. (7)

b) Explain the strategies for effective service delivery through agents and brokers. (8)

**OR**

c) Explain the issues and challenges of HR faced in: (8)

- i) Education, and health care
- ii) Social and Charitable Services

d) Enumerate the reasons and strategies adopted to fill gaps in the service gap model. (7)

Q.5) a) What is Attrition in service sector? Discuss the reasons for Attrition in service sector. (8)

b) Discuss the impact of Globalization on Indian Service Sector. (7)

**OR**

c) Write short notes on : (Any Three) (15)

- 1) Cycle of Success
- 2) Moment of Truth
- 3) Compensating Employees in Service Sector
- 4) Organizational Effectiveness
- 5) Employee Empowerment

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