

4th SEMESTER

END SEMESTER EXAMINATION

November-2019

PAPER CODE: ESCM-04

TITLE OF PAPER: Service Operations management

Time: 3:00 Hours

Max. Marks: 60

Note: Answer any five questions.

All questions carry equal marks. (6+6 = 12)

- Q.1 [a] Identify the key differences between a service offering and a physical product offering.
- [b] Enumerate the reasons for the growth and the current status of the service sector.
- Q.2 [a] What are Psychographic and Demographic bases of Segmentation for the Service industry?
- [b] Discuss Mass marketing and Niche marketing for an organisation in the transportation services?
- Q.3 [a] What are the non-monetary aspects of Service Pricing?
- [b] What is 'Service Recovery Paradox'? How would you design an effective Service Recovery System?
- Q.4 [a] Discuss the value added by Intermediaries to the Service business.
- [b] What is the role of employees in "delivering the promise" with reference to the Services marketing Triangle?

Q.5 [a] Discuss strategies for shifting Demand to match Capacity in a service industry

[b] What is the role of "Physical Evidence" in the expanded Marketing Mix for Service organisations?

Q.6 [a] Formulate the marketing strategy for an organisation giving Healthcare service.

[b] Assess the usefulness of the SERVQUAL technique for measuring quality in the hospitality industry.