RF-3546  
B. B. A. (Sem. VI) Examination  
March / April - 2017  
Service Management - II

Time : 2 Hours]  
[Total Marks : 50

Instructions :  

(1) Fillup strictly the details of signs on your answer book. 

Name of the Examination :  
B. B. A. (SEM. 6)  
Name of the Subject : SERVICE MANAGEMENT - 2

Subject Code No. : 3 5 4 6  
Section No. (1, 2,...) : NIL  
Seat No. :  
Student's Signature :

(2) Figures to the right indicate marks allotted to the question.

(3) In case of applied questions answer should be given in reference to industry/context provided in the question.

1 Short questions : 10

(1) Explain Assurance Dimension of Service Quality.

(2) Draw designated lines to designated server line configuration. Give one reason for using it.

(3) What is retailing ?

(4) Mention two cautions while implementing productivity improvement efforts.

(5) Enlists types of insurance in India.

2 What are the soft measures of service quality? Discuss 13  
SERQUAL model of service quality measurement with suitable example.

OR

2 What is productivity? Why productivity is important? 13  
How to improve service productivity ?

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1  
[Contd...
3 (a) Discuss the characteristics and benefits of reservation system.

(b) One of the leading multiplex is getting customers below the utilized capacity in marriage season. Consider you are the manager of the multiplex, what you will do to stimulate demand so that you don’t lose the revenue.

OR

3 (a) Discuss strategies for capacity management when demand is too high in hotel business.

(b) Write short note on “Yield Management”.

4 (a) Discuss different segments and services of Transport sector. Also discuss marketing strategies of Transport Company with respect to a Company in any one segment of the sector.

OR

(b) Discuss different segments and services of Tourism industry. Also discuss marketing strategies of a tourism company with respect to a company in any one segment of the sector.

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