RE-3533
Third Year B. B. A. (Sem. V) Examination
March / April - 2017
Services Management - I

Time : Hours] [Total Marks : 50

Instructions :

1. Answer in brief :

   (1) Classify following services in People Processing, Possession Processing, Information Processing and Mental-Stimulus Processing Services.

   Mobile Repairing  Services of an Astrologer (Jyotishi)

   (2) Give any two supplementary services provided by a retail mall.

   (3) Give any two benefits franchising from the franchiser's perspective.

   (4) Define Service Blueprint.

   (5) What do you mean by Emotional Labour?

2. (a) Define Services. Explain 7Ps of services by taking the example of a Bank.
(b) Explain various challenges confronted by service sector in India.

OR

Explain unique characteristics of services. Also discuss various implications and strategies to overcome those problems.

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(a) Discuss Service marketing communication by marketing channel. Also discuss service communication generated outside the firm.

(b) Explain Flower of Services with relevant examples.

OR

(a) How a self-finance college will make its revenue management during the time of admission? You can make your own assumptions while giving answers.

(b) Discuss Service delivery through Franchising.

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(a) Write a note on service process redesign.

(b) Discuss the role of Servicescapes.

OR

(a) Draw thematic structure (diagram) of a service blueprint.

(b) Discuss various advantages of a service blueprint.

(c) Identify important physical evidences that should be shown by Retail Mall.