



RAN-2108000405030002

T. Y. BBA (Sem.-V) Examination November - 2025 Service Management

Time: 3 Hours]

[Total Marks: 70

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

Q.1. Answer the following questions in brief. (Any Seven)

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- Classify services based on degree of customer contact.
- List down 7Ps of Service.
- List down two names of public Sector banks and private Sector banks each.
- List down any two disadvantages of SSTs.
- List down any four physical evidences for a retail store.
- Which dimension of the SERVQUAL model is concerned with the willingness to help customers and provide prompt service?
 - Responsiveness
 - Assurance
 - Empathy
 - Tangibles
- If a service provider fails to deliver services on promises made; in marketing materials, which gap is affected the most?
 - Gap 1
 - Gap 2
 - Gap 3
 - Gap 4
- What is a common consequence of not effectively managing Jaycustomers?
 - Improved customer satisfaction and loyalty
 - Increased staff morale and engagement
 - Lowered service quality and potential negative impact on other customers
 - Higher revenue and profitability
- How a service provider can transmit communication message from front stage employee. Give any one example of same.
- What do you mean by fire Insurance?

Q.2. Explain various factors responsible for the growth of service sector in India. Also explain different challenges faced by service sector in India.

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OR

- Q.2. a) Explain Role of Franchising as Service Intermediary in detail.
b) Draw Service Blueprint for your favorite Service.

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- Q.3.** a) Being a manager, you have been given responsibility to identify elements to measure Service Quality of a restaurant as per SERVQUAL model. What factors/parameters will you include to measure Service Quality of a restaurant. List down at least 14 elements/factors. **7**
- b) Explain Intangibility and Inseparability as service characteristics in detail. **7**
- OR**
- Q.3.** a) Explain Revenue Management in details. **7**
- b) Draw schematic diagram of GAPS Model. Also explain GAP 4 and Gap 5 in detail. **7**
- Q.4.** a) Explain various types of service guarantee in detail. **7**
- b) List down various challenges faced by Indian Transport Sector. **7**
- OR**
- Q.4.** Explain Banking Industry with respect to Service in detail **14**
- Q.5.** **Explain in detail. (Any Two)** **14**
- a) Knowledge Gap and strategies to minimize Knowledge Gap
- b) Service Leadership and Culture
- c) Strategies to Reduce Customer Complain Behaviour
- d) Role of Ambient conditions in services
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