



MB 114 (N)

III Semester M.B.A. Examination, September 2016
Compulsory
C14 : SERVICES MANAGEMENT
(New Scheme)

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any five** question. **Each** question carries **3** marks. **(5×3=15)**
- Define Service Guarantee.
 - What is Service Recovery ?
 - List any five facility layouts.
 - What are NBFCs ?
 - What is service gap ?
 - What is Demat ?
 - What is globalization of service ?

SECTION – B

- Answer **any four** question. **Each** question carries **5** marks. **(5×4=20)**
- Differentiate between goods and services.
 - Write a note on Indian Insurance Industry.
 - Explain types of service encounter.
 - What are factors governing the demand for tourism ?
 - Explain the role of queuing theory in service.
 - Write a note on branding in services.

SECTION – C

- Answer **any three** question. **Each** question carries **10** marks. **(3×10=30)**
- Explain the significance of service sector in Indian economy.
 - Describe the Service Mix with examples.

P.T.O.



10. Discuss various stock market related services.
11. Explain service system design with block diagram.
12. Explain the concept of business process outsourcing.

SECTION – D

13. Case (**Compulsory**).

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The PPP hotel, located in narrow lane in a busy locality of Hyderabad, which serves 'Andhra Style' food has become very popular and has become very over crowded. The owner of the hotel allowed his nephew to open a hotel in the same name in a nearby locality. The new hotel had a better building and seating arrangements. The food supplied in the new hotel was served from the old hotel and a cost plus basis. Within a short while, the new hotel began to attract more customers than the original one, although the prices in the new hotel are about 20 per cent higher than the older one.

Questions.

- 1) Why is the new hotel able to attract to more customers ?
 - 2) Do you suggest any future strategy for PPP ?
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