

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: DSM

Academic year: 2014 – 2015

Subject: Understanding Service Business

Date: 17.06.2014

Semester: I

Course: New

Marks: 70

Time: 11.00 a.m. to 2.00 p.m.

**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
- 

**Q.1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a) "Service marketing is a game of promises" explain the statement.
- b) List and explain the different levels of customer contact.
- c) Explain the theory of time-perishable capacity
- d) SERVQUAL

**Q.2) Write Short Notes on any 2 out of 5**

**(Marks: 2X5=10)**

- a) Different types of customers.
- b) Customer Loyalty
- c) Customer Satisfaction
- d) Six Market Model
- e) Customer Proximity

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) Is the process of classifying services a Science or an Art ?
- b) Explain GAP model of Service Quality with examples.
- c) Enumerate the various service problems and explain FMEA as the possible Solution .
- d) Explain the process of services planning.
- e) Explain latest trends in service industry.

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) What distinguishes 'high-contact' services from 'low-contact' ones ?
- b) Enumerate the various characteristics of services.

\*\*\*\*\*