

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

Programme: DSM

Examination: December 2014
Subject: Understanding Service Business

Semester: I
Course: New
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 29.12.2014

Instructions:

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

Q.1) Answer the questions (Any 2 out of 4)

(Marks: 2X5=10)

- a) Why are services said to be intangible and perishable?
- b) Explain the three levels of Service Encounters and Customer Contact with examples.
- c) What are the steps involved in manpower planning for a service business?
- d) What role does technology play in Service Marketing?

Q.2) Write short notes (Any 2 out of 5)

(Marks: 2X5=10)

- a) Product Service Continuum
- b) Customer Proximity
- c) Intangibility Myth of Services
- d) Customer Loyalty
- e) Service Planning

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are the different dimensions of Customer Focus?
- b) What are the elements of Service Marketing Mix?
- c) Explain in detail the Service Triangle Marketing Model.
- d) Explain the role and importance of Services in a developing country like India?
- e) What are the different service problems and possible solutions to such problems?

Q.4) Attempt both the questions

(Marks : 2X10 =20)

a) Explain with the help of any one service business why Customer retention is important. Also explain in detail with the same example the level of retention strategies that you can use to minimize your customer attrition.

b) Assume that there are long waiting periods in your service centre. Explain how you can manage this problem through customer participation.

X ————— X