

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

Programme: DSM

Examination: June 2015

Subject: Understanding Service Business

Date: 18.06.2015

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) Answer the questions (Any 2 out of 4)

(Marks: 2X5=10)

- a) Explain the role and importance of technology in Service Marketing?
- b) What are the features of a successful loyalty programme?
- c) Explain the concept of Service Process Matrix?
- d) Write a short note on FDI in Services in India.

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

(Marks: 2X5=10)

- a) Customer as Co-producer
- b) Five Dimensions of Service Quality
- c) Intangibility Myth of Services
- d) Unified Services Theory
- e) Service Triangle Marketing Model

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain with examples all the elements of Extended Marketing Mix for Services?
- b) What are the different service problems and what are its solutions?
- c) Explain in detail the Gap Model of Service Quality.
- d) What are the stages of New Service Development?
- e) What are the guidelines for frontline staff in dealing with customer complaints?

Q.4) Attempt both the questions

(Marks : 2X10 =20)

- a) Services are a tool to a developing nation's growth. Explain this statement in context to developed and developing nations.
- b) What is Customer Focus? What are the dimensions of Customer Focus?