

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

Programme: DSM

Examination: December 2015  
Subject: Understanding Service Business

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

Date: 14.12.2015

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**Instructions:**

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

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**Q.1) Answer the questions (Any 2 out of 4) (Marks: 2X5=10)**

- a) What are the steps in designing service blueprint?
- b) Explain the three stage model of Service Consumption?
- c) What is service recovery? What role does it play in service marketing and management?
- d) Why is it difficult to measure international trade services?

**Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)**

- a) Challenges in new service development
- b) Five Dimensions of Service Quality
- c) Extended P's of Marketing Mix
- d) Customer Proximity
- e) Service Triangle Marketing Model

**Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)**

- a) Explain the components of Integrated Service Management?
- b) Service organizations face various problems. Elucidate.
- c) What is customer loyalty and what are the features of loyalty scheme?
- d) Explain the process of Service Planning?
- e) Explain the Gap model of Service quality giving relevant examples of each gap.

**Q.4) Attempt both the questions (Marks : 2X10 =20)**

- a) Frontline staff faces many challenges in dealing with customers? How can this process be smoothened?
- b) Growth of service industry play an important role in the development of a nation. Explain this in context to a developing nation like India.