[5955]-605

T.Y. B.B.A. (I.B.)

605 A : INTERNATIONAL SERVICE MANAGEMENT - I

(2019 Pattern) (Semester - VI)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *Q. 1 is compulsory.*

2) *Figures to the right indicate marks.*

3) *Use diagrams wherever necessary.*

Q1) Objective type questions (Compulsory Question) :

A) Multiple Choice Questions : **[5 × 1 = 5]**

i) _____ are three actors in service Marketing Triangle.

   a) Company, Employees & Customers

   b) Service, Marketing & product

   c) Company, product and packaging

   d) Exclusives, Managers and product designers

ii) Which of the following is not a reason for service failure?

   a) Lack of innovations in service

   b) Avoiding the feedback received

   c) Less attention towards customer satisfaction level

   d) Immediate action on solving customer's problem

iii) Which of the following is not considered as dimensions of service quality?

   a) Just in Time   b) Responsiveness

   c) Assurance   d) Empathy

P.T.O.

iv) The GAP model of service quality helps to identify the gaps between the _____.

    a) perceived service & expected service

    b) designed service & delivered service

    c) assured service & received service

    d) communication & specification

v) Designing a consistent service strategy is a primary state in _____.

    a) Service Life Cycle (SLC)

    b) New service development (NSD)

    c) Service Marketing

    d) None of the above

B) Match the pairs :   [5 × 1 = 5]

a)	External Marketing	i)	Stages in Service Life Cycle (SLC)
b)	Service design	ii)	Physical evidence
c)	Service Mapping	iii)	Reliability
d)	Service quality	iv)	Alignment of services, sources, entities & Attributes
e)	Service Marketing Mix	v)	Advertising

Q2) Long answer questions (Solve any 2 out of 4) :   [2 × 10 = 20]

a) Define New Service Development (NSD). Discuss the stages involved in new service development.

b) Elaborate 5 gaps model in service marketing with examples.

c) Define Service Blueprinting. Discuss in details the service Blueprinting.

d) Explain in details the 7 P's of service marketing in International Perspectives with examples.

Q3) Short Notes (Solve any 4 questions out of 6) :   [4 × 5 = 20]

a)   Service Life Cycle (SLC).

b)   Benchmarking

c)   Factors influencing consumer's behaviour is services

d)   Services in global economy

e)   Service quality

f)   Services marketing triangle

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