

Total No. of Questions :3]

SEAT No. :

PC1204

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[Total No. of Pages :2

**T.Y.B.B.A. (International Business)**

**A605 : INTERNATIONAL SERVICE MANAGEMENT(I)**

**(2019 Pattern) (Semester- VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory*
- 2) *Figures to the right indicate full marks.*

**Q1) Multiple Choice Questions.**

A) Select the correct answer from given options. **[5×1=5]**

- a) \_\_\_\_\_ are three actors in Service Marketing Triangle.
  - i) Company, Employees and Customers
  - ii) Service, Marketing and Product
  - iii) Company, Product and packaging
  - iv) Executives, Managers and product designers
- b) Which of the following is not a reason for service failure?
  - i) Lack of innovations in service
  - ii) Avoiding the feedback received
  - iii) Less attention towards customer satisfaction level
  - iv) Immediate action on solving customers problem
- c) Which of the following is not considered as dimensions of service quality?
  - i) Just in time
  - ii) Responsiveness
  - iii) Assurance
  - iv) Empathy
- d) The GAP Model of Service quality helps to identify the gaps between the \_\_\_\_\_.
  - i) Perceived service and the expected service
  - ii) Designed service and delivered service
  - iii) Assured service and received service
  - iv) Communication and specification
- e) Designing a consistent service strategy is a primary stage in \_\_\_\_\_.
  - i) Service Life Cycle (SLC)
  - ii) New Service Development (NSD)
  - iii) Service Marketing
  - iv) None of the above

**P.T.O.**

- B) Match the Pairs: [5×1=5]
- a) External Marketing–Stage in Service Life Cycle (SLC)
  - b) Service Mapping–Reliability
  - c) Service Design–Physical evidence
  - d) Service quality–alignment of services, sources, entities and attributes
  - e) Service Marketing Mix–Advertising

**Q2) Long Answer Question Solve any 2 questions out of 4. [2×10=20]**

- a) Define New Service Development (NSD). Discuss the critical issues in new service development
- b) Elaborate 5 gaps model in service marketing with examples.
- c) Define Service Design. Discuss in detail the steps involved in service design.
- d) Explain in details the 7P's of service marketing in international perspective with examples.

**Q3) Short Notes-Solve any 4 questions out of 6. [4×5=20]**

- a) Service Life Cycle (SLC)
- b) Service Benchmarking
- c) Factors influencing consumers behaviour in services
- d) Services in global economy
- e) Service quality
- f) Services Marketing Triangle

