



JZ-010-004707

Seat No. _____

Fourth Year B. H. T. M. (Sem. VII) Examination

October - 2019

7.6 E.2 : Service Management*

(Old Course)

Faculty Code : 010

Subject Code : 004707

Time : **2.30** Hours]

[Total Marks : **70**

- Instructions :** (1) Attempt any five questions.
(2) All questions carry equal marks i.e. 14 marks each.

- 1 Define the term 'Focus'. Classify and explain the four types of service providers based on focus with the help of examples.
- 2 What do you mean by the term service gap ? Critically discuss the various GAPS in the service delivery and explain briefly indicating all types of service gaps.
- 3 Should services be classified ? Discuss.
- 4 Marketing has passed through the following different stages - mass marketing, product-variety marketing, target marketing, and micro marketing. Explain the statement in detail with the help of examples.
- 5 What is perception and why it is important to know for an organisation to know the customer's perception ?
- 6 Discuss critically the relationship between customer satisfaction and service quality.
- 7 Write short notes on :
 - (a) Service Encounters and Moment of Truth.
 - (b) Differentiation between goods and services.