

**Section - I**

All questions are compulsory in this Section.

**Q.1** Define : **10**

- a. Service mapping.
- b. Moment of Truth
- c. Services vs. Goods
- d. 5 dimensions of quality
- e. Levels of customer participation

**Q.2** Case study

The passengers were through with their final security check and were boarding the aircraft. The Lotus Airlines personnel were awaiting the arrival of a Politian to clear the take off. Finally the Politian arrived half an hour late and went directly for the security check. During the check the security personnel came across weapon with live cartilages. He was requested not to carry the weapon on flight. However the Politian refused to part with the weapon for personal security. When he was asked for the license, he said he was not carrying it. The security personnel refused to give permission to the Politian to baord the aircraft. This led to heated argument and in rage the Politian threw one of the security staff across the floor.

This further delayed the flight. The passengers were very restless since they were in the aircraft last 11/2 hour. To top it up they were not allowed to leave the aircraft for security purpose.

**Q.1.** In this case, where are the service gaps existing and how would you close the gaps?

**Q.2** Elaborate the importance of "People" in airline services?

**Q.3** As service provider how would you manage this kind of service encounter?

What is a service encounter?

**Q.4** What would you do when prevention fails and damage is done?

**Section - II**

**Answer any three questions (all questions carry 10 marks)**

**30**

- Q.3.** What is Bench Marking? How relevant is it in service marketing.
- Q.4** Discuss in detail relevance of 7 P's in hospitality industry.
- Q.5** Write short notes on :
- a) Role of IT in services                      b) Four key characteristics of services
- Q.6** In Indian economy, large population of people are found below the poverty line. Keeping this in mind, formulate pricing strategy for hospitals.
- Q.7** Explain the layers and feature of a service map in respect to tourism industry.  
Explain any one blue print of a process in tourism industry.
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