

V.P.M.'s K.G. Joshi College of Arts & N.G. Bedekar College of Commerce, Thane.  
TYBMS - 5<sup>TH</sup> SEMESTER

PRELIMINARY EXAMINATION OCT - 2008

TIME : 11.00 a.m. to 1.00 p.m.

MARKS : 60

CODE : 512-B

DATE : 10/10/2008

SUBJECT & PAPER : SERVICE SECTOR MGMT.

- Instruction :** 1] All questions are compulsory in Section I.  
2] Attempt any three questions from Section II.  
2] Figures to the right indicate maximum marks.

**Section - I**

**Q.1** Answer briefly :- 10

- a) Service Culture in a Nationalised Bank.
- b) Intangibility aspect of a service.
- c) Physical evidence of a service.
- d) Perceived quality.
- e) Perishability.

**Q.2** Case study :

Kool Travels Pvt. Ltd., a Holiday Company has been arranging regular holiday tours to Rajasthan. Kool Travels had regular arrangements with Maharaja Hotels for accomodiation of their tourists in Jaipur. In December, 2005 Mr. TEJAS and his family booked a Rajasthan Tour Package with Kool Travels and checked into Maharaja Hotel in the room allocated to him and his family. However Mr. TEJAS did not like the room and decided to register his complaint about the room. In the meantime his wife, POOJA, switched on the television and was greeted by a screen with Maharaja Hotel Customer survey. Using the remote control, Mr. Tejas punched in his evaluation. To his surprise within two minutes of the receiving the electronic communication, the Hotel Manager called him to say that because the Hotel was entirely booked this being a busy season, the room could not be exchanged, however the Guest could expect a Hospitality Gift from the Hotel for his inconvenience. The next day a garden facing room was available and the Hotel Manager offered the same to Mr. Tejas if he wished to shift. Mr. Tejas declined and told the Manager that he and his family were quite comfortable in the present room.

- a) Give your opinion about expected level of service in the case. 05
- b) Analyse the service recovery in the case. 05
- c) What would be the effect of this incident on the Kool Travels? 05
- d) Why do you feel Mr. Tejas declined to change his room? 05

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**Section - II**

- Q.3** Write short notes on any two :- **10**
- a) Pricing and promotion strategy in Hospital services.
  - b) Tele-banking and Electronic banking.
  - c) Franchising.
- Q.4** What are the major factors that are driving the growth of the services sector in India? Discuss in detail. **10**
- Q.5** Explain the relevance/importance of Total Quality Management (TQM) in services. **10**
- Q.6** Discuss consumer Decision-making Process for purchasing or buying :- **10**
- a) a Life Insurance Product.
  - b) a Housing Loan.
- Q.7** 'Role of I.T. Industry in employment generation in Indian context'. Comment. **10**