

CODE: **196003**
NOVEMBER 2020

TIME: 2 Hrs
MAX. MARKS: 50

PART A

(10 x 2=20)

Answer any **TEN** questions.

1. What is Service Management?
2. Define Service Chain.
3. What do you mean by Service Operating System?
4. What is Cross Selling?
5. What do you mean by Sharing Capacity?
6. What is triage?
7. Why is Services Intangible?
8. What is Physical Evidence?
9. What is Customer Gap?
- 10.. What is Brand Loyalty?
- 11.. What is Quality Traps?
- 12.. What is Quality Information System?

PART B

(2 x 5=10)

Answer any **TWO** questions.

13. What are the Characteristics of Services?
14. What are the elements of Customer Services?
15. What are the Seven Elements in Marketing Mix for Services?
16. What are the various types of demand situations?
17. What is the need for capacity planning?
18. What are the different types of Customer Relationship Management Strategies?
19. What are the objectives of Pricing?
20. What is the impact of Service Quality in the Market?

PART C

(2 x 10=20)

Answer any **TWO** questions.

21. Describe the Marketing Mix of Financial Services.
22. Discuss the various types of Services.
23. State the various factors of Managing Capacity.
24. Discuss the ways of enhancing Internal and External relations.
25. Discuss the various approaches to Service Quality.