

Please check whether you have got the right question paper.

N.B: All questions are compulsory subject to internal choice

- Q1. Attempt any two of the following:- 15
- Explain the classification of Services in detail.
 - Highlight the importance of layout and design of Service Organization?
 - Discuss the role of customers in Service process- Customers as Productive Resources, Customers as Contributors to Service Quality, Customers as Competitors.
- Q2. Attempt any two of the following:- 15
- Explain the Service Marketing Triangle in brief.
 - What do you mean by Emotional labour? Explain the strategies for managing Emotional labour.
 - Discuss the criteria for effective recruitment and selection programme in Service Sector and Highlight the challenges faced by Human Resource Department.
- Q3. Attempt any two of the following:- 15
- Explain the Service- GAP model in detail.
 - Explain the following strategies for effective service delivery through agents and brokers.
 - Partnering strategies
 - Empowering strategies
 - Control strategies
 - Discuss the issues and challenges of Human Resource faced in trade services like Wholesale and Retail.
- Q4. Attempt any two of the following 15
- Highlight the impact of Globalization on Indian Service Sector.
 - What is Attrition in Service Sector? Enumerate the reasons for Attrition in Service Sector.
 - Discuss the strategies to enhance Organizational Effectiveness.
- Q5. Case study :- 15
- Mr. John was very stressed as he came out from a well reputed Public sector bank. It was 6.10 pm when he urgently needed to make a draft and dispatch it within an hour and so he approached the newly opened branch of the Public sector bank. The working hours were till 6 pm but he thought the bank will not refuse him. Then he went inside confidently and requested to make a draft to his utmost surprise, he received a flat 'No' with the explanation that the working hours were over. He felt disappointed and inquired with the security guard about any other Private sector bank in the vicinity. Mr. John was apprehensive about going there especially after his bitter experience. However, he decided to take a chance, he entered the bank and noted that working hours were up to 6.30 pm. It was 6.50 pm, he decided to request at the draft counter anyway. And to his great surprise. The person at the counter gave him an application to fill the form. Mr. John was delighted and filled it quickly. He forgot to fill few columns, instead of returning the form to Mr. John, the counter person filled the complete form himself. He then requested Mr. John to wait for five minutes at the delivery counter, and by 6.58 pm the draft was ready. Mr. John then thanked The person at the counter and was extremely grateful of the customer centric Private sector bank approach.

Questions:-

- a. Analyze the case. 03
- b. Explain the importance of Customer Relationship Management. 06
- c. If you were the HR manager of the Public Sector bank, what kind of training would you provide to front line employees in order to enhance customer satisfaction? 06