

Q.P. Code :04200

[Time: Two Half Hours]

[Marks:75]

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 Meaning and Features of Services.
 - Discuss the various reasons for the growth in Service Sector.
 - Highlight the Role of Service Employee in detail.
- Q2. Attempt any two of the following:- 15
- What is the Role and Significance of Human Element in Service Sector?
 - Explain the following concepts:-
 - Emotional labour
 - Abstract questioning
 - Empowerment of service employee
 - Explain the Service Marketing Triangle in detail.
- Q3. Attempt any two of the following:- 15
- What do you mean by Service Quality? Explain its Dimensions.
 - Explain the Service GAP model in detail.
 - Discuss the issues and challenges of Human Resource in Railway sector.
- Q4. Attempt any two of the following:- 15
- Highlight the process of Human Resource Planning Evaluation in the Service Sector.
 - What is Organizational Effectiveness? Enumerate the ways to enhance organizational effectiveness.
 - Write a detail note on Cycle of failure, Cycle of mediocrity and Cycle of success.
- Q5. Case Study :- 15
- One of the most important aspects in a service organizations and especially one in labour intensive organizations such as hotel is to acquire good manpower. The Kadavu Resorts had its share of problems in acquiring trained manpower. Even the almost inconsequential fact that Kadavu is a strange name for people outside Kerala, combined with the fact that Kozikhode seems, distant and remote was a difficulty in hiring talent from outside the State. Indranil Banerjee was earlier with a large nationwide hotel chain where he was of the youngest general manager of the company, he had established for himself a reputation for turning around serial loss making hotel units into money spinning operations in difficult and competitive business environment .The new assignment at Kadavu was a challenge for Banerjee to grow an independently owned hotel to a reputable and profitable Organization.
- The hotel presently had about 110 employees of which ten were in the management cadre. Most of them were residents of nearby localities and were provided on the job training to improve their skills and to develop a customer friendly attitude. Yet, due to the lack of any formal training programme, combined with the fact that most employees were with little or no prior work experience, led to difficulties in ensuring efficient service delivery at all times more over, one of the key difficulties in managing human resource was in retaining staff With attrition rates being very high, it became even more difficult in maintaining the service quality standards. Because of the seasonal nature of the business a small proportion of the staffing requirements were handled by contractual agreements with temporary staff.

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Questions:-

- a) Analyze the case.
- b) What are the causes of Attrition in Hotel industry?
- c) If you were the HR Manager how would you tackle this issue effectively?

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