

Q. P. Code: 33546

N.B 1. All questions are compulsory.

Q1. Answer the following (Any 2)

7.5*2=15 marks

- Explain the meaning & features of service?
- Elaborate the Six market model with examples?
- Explain the concept of Moment of Truth & the elements of service encounter?

Q2. Answer the following (Any 2)

7.5*2=15 marks

- Explain the concepts of Front Line employees/Boundary Spammers and the issues faced by them.
- If you would be the manager of any Service Industry how you will motivate employees for providing quality service to customer?
- Briefly explain the challenges of recruitment in service sector?

Q3. Answer the following (Any 2)

7.5*2=15 marks

- Enumerate the different dimension of service quality?
- Explain advantages and challenges faced while delivering service through agents and brokers?
- Explain the issues & challenges in Education & Hotel Industry?

Q4. Answer the following (Any 2)

7.5*2=15 marks

- Explain Service Profit Chain model?
- How to retain the best people in service sector, explain with suitable example?
- What is the purpose of HRP evaluation in service sector?

Q. P. Code: 33546

Q5. Case Study**15 marks**

Washington Mutual a large retail bank in the United States has been particularly effective in differentiating itself as a family-oriented, friendly inviting retail bank through its innovative branch design. Drawing on what it learned from customer research, the bank has transformed approximately half of its 1800 branches to new design. Features range from oval or circular branch layout to free-standing teller stations. The new design offers play areas for kids with toys, television and child size furniture. Bright colors are used for furnishing and walls, attractive, colorful poster are displayed on the walls. A receptionist guides customers to where they need to go particularly on a first visit. In a somewhat unusual step, the company recently patented its innovative design. U.S. Patent No 6, 681, 985 describes the bank as “welcoming and inviting”, in contrast to traditional bank branches. The differentiation strategy and resulting branch design reflect the bank’s desire to build relationship with its retail customers. Established in 1889, WaMu, as the bank is known, is based in Washington State. The corporation serves 11.6 million households and operates 2400 banking branches and other types of outlets. It was recognized by fortune magazine as a “most admired company”, with the top ranking for innovation.

- | | |
|---|----------|
| a. Analyze the case in detail? | 03 marks |
| b. What is Servicescape & Highlight its importance? | 06 marks |
| c. If you are a manager of Washington mutual patents how would you enhance the layout of your service to attract and enhance customer experience? | 06 marks |