

Total number of printed pages-4

47 (4) MNSR 4-4

2014

MANAGEMENT OF SERVICES

Paper : 4-4

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions

1. Fill in the gaps with appropriate word(s) :

1×5=5

- (a) There are _____ mixes in product marketing.
- (b) Word of mouth promotion acts as a hidden _____.
- (c) _____ is a measure for promoting tourism.
- (d) KPO stands for _____.
- (e) Services are _____ in nature.

Contd.

2. State whether the following statements are *true* or *false*. 1×5=5

- (a) Liquidity is an important criteria to measure the financial performance of services.
- (b) Hire purchase financing is an example of non-banking service.
- (c) Services are the major contributor to economy in almost every country.
- (d) Customers are not the co-producers of service.
- (e) Interactive marketing takes place between contact employees of the service company and service consumers.

3. Give short answers : (*any five*) 2×5=10

- (a) Define the concept of service marketing.
- (b) What is tourism marketing ?
- (c) What is non-banking financial service ?
- (d) State *two* objectives of transport marketing.
- (e) Define the perishability characteristic of services.

(f) What is TQM ?

(g) Explain the role of 'people' in providing health care services.

4. Answer *any four* from the following questions : 5×4=20

- (a) Explain in brief the characteristics of service.
- (b) Briefly discuss the concept of "service marketing mix".
- (c) How are right data collected for measurement of services ?
- (d) What are the social, economic and psychological factors influencing the behavioural profile of users of bank services ?
- (e) What do you understand by "Environment Friendly Technology" as a feature of services ?
- (f) Write a short note on : Service Triangle.
- (g) Write about the main service included in the consultancy services.

5. Answer *any five* from the following questions : 8×5=40

- (a) Explain the significance of service marketing towards the economy of a country.

- (b) Explain the formulation of marketing mix strategies for adult education.
- (c) Explain the elements of promotion mix applied in marketing of banking services.
- (d) State and explain the different categories of users availing the transport services.
- (e) Write a note on the problems and prospects of tourism industry in North-Eastern Region of the economy.
- (f) Explain in brief the different criteria used by customers to assess service quality.
- (g) Write short notes on : 4+4=8
(i) BPO
(ii) Assam Tourism Development Corporation (ATDC)
- (h) What according to you are the major hurdles faced by hospital sector ? Suggest some measures for improving the condition of public sector hospitals. 4+4=8