

**MBA – INFORMATION TECHNOLOGY
MANAGEMENT (MBAITM)**

Term-End Examination

00014

December, 2014

MBM-025 : SERVICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note :

- (i) *Section I is compulsory.*
- (ii) *In Section II, attempt any **five** questions.*
- (iii) *Assume suitable data wherever required.*
- (iv) *Draw suitable sketches wherever required.*
- (v) *Italicized figures to the right indicate maximum marks.*

SECTION I

1. As the marketing head of a leading private bank, Mr. Rana is concerned about service quality parameters by virtue of the high correlation between Marketing, Operations and the HR functions. He has hired you as a consultant in order to be advised on criteria that either positively or negatively affect consumer perceptions of the service. Under the circumstances, what are the broad criteria that you would use to measure service quality and further how would you break down these criteria into specific variables that affect each criterion ? 10

2. As the marketing head of a company contemplating entering the restaurant business, you wish to position the restaurant based on two broad parameters :

- (a) Consumer expectations of service
- (b) Competitors' service levels in the hierarchy of consumer expectations of service.

Draw up a hierarchy of expectations for the same. *10*

3. As part of the main team of MORE retail, the top management wishes to understand different structural alternatives for the provision of the service. Draw a table explaining the same. *10*

SECTION II

4. Explain the role of Quality Function Deployment in analyzing service quality levels. *14*
 5. What are the main challenges with reference to service levels to be provided when geographic expansion i.e. from one country to another country takes place ? *14*
 6. Explain the difference between customization and structural bonding in detail. *14*
 7. What are the main criteria used in the launch of new services ? *14*
 8. Explain the concept of morphology of services with a suitable example. *14*
 9. Explain the differences between controllable and uncontrollable factors that drive service expectations. *14*
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