**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session

**B.Com–6th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May /June 2024)**

**BCDEM 6523: Services Management**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains 1 printed pages and 4 parts**

**Section A**

**I.** Answer ***any five*** of the following (**3 x 5 = 15 marks)**

1. Define Service Management
2. State the meaning of QFD.
3. What is reneging?
4. Differentiate between perceived quality and expected quality.
5. What is SERQUAL?
6. What is psychology of waiting time?

**Section B**

**II.** Answer ***any two*** of the following (**5 x 2 = 10 marks)**

1. Write a short note on customer attitude towards Services and the Service sector.
2. Briefly explain Service mapping and its failures.
3. Describe the strategies for managing demand in the market.

**Section C**

**III.** Answer ***any two*** of the following (**10 x 2 = 20 marks)**

1. Explain in detail the effective service delivery through intermediaries.
2. List out and explain the 10 original dimensions of Service Quality.
3. How do you measure and manage capacity? Explain in detail the capacity management strategies.

**Section D**

**IV. Answer the following (15marks)**

1. Explain in detail the House of Quality. Where is it used? How is it used with an example of a service provider?

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