

SERVICE SECTOR MANAGEMENT

University Questions of Service Sector Management	November										
	01	02	03	04	05	06	07	08	09	10	11
Concept Questions											
Distinguished bet goods and services	√		√		√						
one e.g. of innovation in railways, hospitals, IT& air travel	√										
What are technical and functional skills of people	√								√		√
Services constitute about 54% of G.D.P. List 4 areas/trends which have led to this phenomenal growth.	√										
What are the benefits of mutual funds	√										
Explain the moment of truth		√	√	√	√						
Dimensions/ determinants of quality		√									
Financial services available to the corporate sector.		√			√						
Services v/s customer services.		√									
Distinguished service marketing and service management	√										
Service mapping			√						√		√
5 Dimensions of quality			√								
Levels of customer participation			√								
Identify any 5 service gaps				√							
What is service recovery				√							
Extended P's of services				√							
Inseparability in services				√	√	√					√
CIT					√						
Service culture in nationalised bank						√					
Physical evidence of a service						√			√		
Perceived quality						√			√		
Perishability						√		√			
Service Marketing Trinity / Triangle							√			√	
Good- Service Continuum							√				√
Service quality Dimensions							√				

Thane: B-305, B wing, 3rd floor, Rajdarshan Society, Behind ICICI ATM, Near Platform No.1, Thane (W).
Dadar: Balaji Building No.2, Second Floor, Room No. 17/ 17A, Madhav Wadi, Naigaum Cross Road, Near Station, Dadar (East), Mumbai, 14.
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QUEST TUTORIALS												
Franchising and Services							√					
Role of IT in services							√					
Relevance of quality in Services								√				
Service culture in Hotels								√				
Service process								√				
Service Recovery								√	√			
Service Encounters										√		
Intangible and Variability in services										√		
Zone of Tolerance										√		
Buying roles										√		
Flow charting										√		
Positioning of Services										√		
Facilitating Services											√	
Short Notes												
Rail- Road co-ordination	√				√			√				
Essence and future of information technology	√			√								
Social marketing principles of pricing in Hospitals	√											
Branding of services		√										
Domestic Tourism		√			√							
Training and empowerment of service employees		√										
Service complaints		√										
Role of IT in services						√						
Four key characteristics of services												
Bench marking in Airlines									√			
National and State Highways												
NHB												
Pricing and Promotion strategy in Hospital Services						√						
Tele banking and Electronic banking						√						
Franchising						√						
Physical Evidence in Insurance sector												

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QUEST TUTORIALS													
								√					
Recent trends in housing sector								√					
Relevance of road transportation in growing Indian Economy								√					
Growth of Service sector									√				
Bench marking									√				
Branding of Insurance services										√			
E- Distribution of Services										√			
Benchmarking of Airlines										√			
Vision - Mission Statement											√	√	
Opportunities in Tourism Sector											√		
Dimension of service leadership											√	√	
Challenges faced by Insurance Sector													√
Long length Questions (10 Marks)													
Classification of Services	√				√								
How do people & physical evidence play an imp role	√												
Determinants/ Dimensions of Quality with e.g.	√												
What are different tourism products	√												
Distinguish between Goods and Services		√											
Explain the objectives of NHB and HUDCO		√											
How do you segment Banking and Insurance		√			√	√			√				
Pricing policies in Hospitals		√	√		√								
Bench marking - How relevant is it service marketing			√										
Relevance of 8 P's in hospitality industry			√										
In Indian economy, large population of people is found below the poverty line. Keeping this in mind, formulate pricing strategy for hospitals.			√										
Explain the layers and features of a service map in respect to tourism industry. Explain any one blue print of a process in tourism industry.			√										
What is meant by intangibility and non- inventorying characteristics of services? Suggest why its existences might pose problems to services organisations and methods by which its impacts may reduce.					√								

QUEST TUTORIALS

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Attribute reasons for the rapid growth of services sector in the global as well as Indian context.				√								
Insurance is no more a public sector monopoly in India'. Comment				√								
What is the relevance of people in hospital services and the relevance of location for hospitals				√								
Describe the suitable approaches for classifying services.					√							
Describe the pricing philosophy / methods used in government and private hospitals.					√							
What are the determinants of quality in hotel industry?						√						
What are the major factors that are driving the growth of the services sector in India? Discuss in detail.						√			√			
Explain the relevance / importance of Total Quality Management (TQM) in services.						√						
Discuss consumer Decision- making Process for purchasing or buying a) A life insurance product, b) A housing loan.						√						
Role of I.T. industry in employment generation in Indian context.' comments.						√						
Pricing in tourism services is complex because tourism is a composite product. Do you agree? What are the different elements you would considered while pricing tourism services							√					
Flow charting / services mapping a service is to correlate services towards making service delivery process simpler and consumer friendly- Do you agree? Why? Elaborate your answers keeping banking services in mind?							√					
Services are a performance given by one human being to another. Discuss this in detail with relevance to airlines industry and elaborate the people element in airlines.							√					
More and more service organisations are moving towards use of technology for improving productivity. Discuss this with relevance to hospital services.							√					
Explain the contribution made by information technology towards different service sectors								√				
Write brief note on pricing and promotion strategy in hospital services								√				
Explain the future of Tourism Industry in India.								√				
Explain the 7P's Model of the tourism industries									√			
How does a quality dimension affect the marketing of the hotel industry?									√			
What is the impact of innovation and technology in (a) Banking Industry (b) Housing and construction Industry?									√			
Explain the gap model of service quality and the ways to overcome each gap?										√		
It is said that service marketing is different from product marketing. Explain the elements of service marketing mix with reference to hospitals.											√	

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Explain the distinctive characteristics of services and its implications. (a) Banking Industry (b) Housing and construction Industry.										√	
Discuss the different situations a service marketer experiences due to demand capacity interactions using examples from any two service sectors.											√
Explain the extended P's in service marketing with reference to tourism sector											√
Explain the cause and effect analysis for the delay of a flight											√

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