(2½ Hours) (Total Marks : 75)

Note: - **All questions are Compulsory.**

Q.1a) Match the Following:- **(Any 8)** (8 Marks)

A	B
1. Service Encounters	1.Boundary Spanners
2. Perishability Services	2.Interview Technique
3.Front line service	3. Police
4.Abstract Questioning	4.Moment Of Truth
5.Public Service	5.Agent
6.The service deliver	6. Management Perception Gap
7.GAP 1 : Customer expectation	7. Tickets
8. Job Content	8. Cobbler
9.Highly Intangible	9. Identifiable pieces of work
10.Non Professional Service	1o. Consultancy

b) State True or False **(Any 7)** (7 Marks)

1) Customers should be treated royally as they are termed as king in marketing.
2) Empathy is the key quality parameter in service.
3) Motivating is the only effective way of retaining the employees.
4) Goals are effective motivators.
5) The HR departments of ad agency handle benefits administration, compensation and staffing.
6) Law firms do not generate stressful situation for employees.
7) Companies ignores poor performance.
8) Outcome for the firm are low service quality and high employee turnover.
9) Finding the right candidates is a big challenge for recruitment companies today.
10) Services are permanent in nature.

Q2). Answer **any two** of the following (15 Marks)
   a) Explain the classifications of services in detail
   b) Discuss the Six Market Model
   c) Explain the elements of a service Encounter

Q3). Answer **any two** of the following (15 Marks)
   a) Explain in brief the Service Triangle
   b) What do you mean by Emotional labour? Explain the strategies for managing Emotional Labour.
   c) Explain the challenges in recruitment in service sector.

Q4) Answer **any two** of the following questions (15 Marks)
   a) What do you mean by service quality? Explain its dimensions.
   b) Explain the issues and challenges of HR faced in – Education and Health Care Sector.
   c) Explain the advantages and disadvantages of delivering services through agents and brokers.

Q5.) Answer **any two** of the following questions (15 Marks)
   a) Explain HRP Evaluation process in Service Sector.
   b) What is globalization of services? Explain the reasons for globalization of services.
   c) What is attrition? Explain reasons of attrition in the service sector.

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