

- Note:**
1. All questions are compulsory.
  2. Figures to the right indicate full marks.
  3. Draw neat diagrams wherever necessary.

**Q.1 Case Study Analysis****[10]**

McDonald's has redefined service management through its commitment to delivering fast, efficient, and high-quality customer service. The company utilizes streamlined processes, cutting-edge technology (such as self-order kiosks and mobile apps), and well-trained staff to ensure quick service. McDonald's focuses on minimizing wait times, offering personalized experiences, and maintaining a clean environment. With its customer-centric approach, McDonald's consistently meets the expectations of millions worldwide, making it a leader in the fast-food industry.

- (a) What technological innovations has McDonald's implemented to improve service speed?
- (b) How does McDonald's manage the balance between speed and quality in service delivery?
- (c) What impact does employee training have on customer satisfaction at McDonald's?
- (d) How does McDonald's adapt its service management strategy to cater to diverse global markets?
- (e) How does McDonald's ensure consistency in service across different locations?

**Q.2 Answer the following (Any One)****[10]**

- (a) What are the advantages of Industry Management?
- (b) Describe the four stages of the Industry Life Cycle.

**Q.3 Answer the following (Any One)****[10]**

- (a) Explain the classification of service.
- (b) Discuss the characteristics of service.

---X---X---