TYBMS Sem - VI 19/4/24

Paper / Subject Code: 86010 / Human Resource : HRM in Service Sector Management

TIME: - 2 ½ hours

MARKS: - 75

NOTE: -All Questions are compulsory.
Figures to the right indicate full marks.

Q.1 (a) Fill in the Blanks: (Any Eight) (8)

1. _____ is also self-developed through formal written documents and communication. (Resource, Product, Service, Commodity)
2. _____ is an example of business-to-business service. (Ad agency, Amazon, Flipkart, Myntra)
3. Service organization is a voluntary _____ where members meet regularly to perform charitable works. (Commercial organization, non-profit organization, sick unit, profitable organization)
4. _____ system is designed and managed for the perfection in delivery of core services. (Manufacturing, Packaging, Delivery, Labelling)
5. _____ evaluation is the systematic process of determining the success of the HRP process. (HRIS, HR, HRP, HRM)
6. _____ has become a regular feature both in the public sector as well as in the private sector of organizations (Exporting, Importing, Franchising, Outsourcing)
7. One challenge that _____ HR professionals are currently facing revolves around the staffing of nurses and doctors. (Banking, Healthcare, Railways, Defense)
8. In service gap model gap 1 is _____. (Management perception, Customer expectation, Service quality specification, Service delivery)
9. Interactive marketing of service triangle means _____. (Delivering the promise, Enabling the promise, Setting the promise, Disable the promise)
10. Develop a _____ of the company such that employees have pride in working for the firm (Public image, Role playing, Situational vignette, bad image)

Q1. (b) True or False: (Any seven) (7)

1. The structure and order of the organization does not limit innovation and growth
2. Employees and managers readily offer their assistance to each other to meet corporate objectives
3. In many service industries the search for productivity is a not important
4. Teachers' salaries are paid alongside other civil servants
5. Agents and brokers do not work on commission basis
6. Conflicts between customers are uncommon
7. Human resources professionals or consultants can train new workers:
8. Tangibility is the primary characteristic that distinguishes services from goods
9. The DINK culture is getting stronger and spreading wider day by day
10. Empathy is the key quality parameter in services

Q.2 Attempt any two from the following.

(a) Explain the role of service employees? (8)

(b) What are the reasons for growth and development in the service sector? (7)

OR

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(c) Explain in detail the six-market model, with suitable examples. (8)
(d) Explain the concept of employee empowerment, how does it help to provide better services to customers? (7)

Q.3 Attempt any two from the following.
(a) What is the meaning of Globalization; how globalization will enhance the growth and development in the service industry? (8)
(b) Reasons and strategies adopted to fill the gaps in the service gap model. Explain? (7)

OR

(c) Discuss advantages and challenges of delivering services through agents and brokers? (8)
(d) Explain in detail the process of HRP evaluation? (7)

Q.4 Attempt any two from the following.
(a) Explain in detail the concept of moment of truth, with examples? employee (8)
(b) As per your opinion what various quality issues are in services (7)

OR

(c) Difference between cycle of failure, mediocrity, and success? (8)

(d) Explain the concept of Service leadership, with examples? (7)

Q.5 Write Short Notes on: (Any three) (15)
1. Employee retention in service sector
2. Servicescape
3. Interviewing techniques
4. Customer satisfaction drives customer loyalty
5. Front line employees

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