****

Register Number:

DATE:

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

**BBA/BBASF – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

**(Examination conducted in July-August 2022)**

**BBA6119/BBASF6119: Service Management**

Time- 2 ½ hrs Max Marks-70

**This paper contains two printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. What is the meaning of Services?
2. What is General Insurance?
3. What is Hospital extension services
4. What is medical transcription?
5. Write any two importance of service marketing?
6. List few importance of customer care in hospital industry.

**Section B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. Explain the recent trends in Banking.
2. Briefly explain GAP Model.
3. What are the classifications of services?
4. Briefly explain types of Insurance?

**Section C**

**III.** Answer ***any two*** of the following (**2x15 = 30 Marks)**

1. Explain the recent trends in Tourism and Hospitality services with an examples.
2. Explain the 7 P’s of marketing mix in services in detail.
3. a. Explain the risk involved in Health care sector **( 8 marks ).**

b. Discuss the types of ITES **( 7 marks )**

**Section D**

**III. Answer the following (1x15=15 Marks)**

1. A single-product company that sells high-quality, all-natural, powdered health drinks engaged [MECLABS Institute](https://meclabs.com/) to help better understand their potential customers and increase the conversion rate of prospects reaching the homepage.

The original homepage took a claims-driven approach – it provided several bold statements about what the product would do for a customer with no information about the product to help the customer understand why it would work for them.

The MECLABS team created a version of the homepage that took a conclusion-driven approach – instead only trying to convince potential customers with only bold claims about the product, the homepage copy included information about the product to help customers understand why the product would help them.

The team tested this version as the treatment against the original homepage (the control) to help better understand what communication style customers would respond to.

The treatment generated a 34% increase in conversion rate.

This experiment highlights a classic disconnect between customers and marketers. If you work in a company or with a client, you have intimate knowledge of the product and believe in its effectiveness. You spend all day thinking about it. You personally know some of the people who designed it. Your paycheck depends on the success of the product.

A customer does not have this same understanding or belief in the product. They have a significant gap in their knowledge about your product. Bold claims alone are not enough to close that gap. They have to understand why the product will work and come to their own conclusions about the company’s ability to deliver on its promises.

1. Explain in detail GAP model with reference to above case. **( 10 marks ).**
2. Discuss the role of customer in Service delivery process **( 5 marks ).**