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Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-2)

MAJOR SEGMENTS IN SERVICE INDUSTRY MANAGEMENT-II

Subject Code : PGS-106

M.Code : 22508

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Attempt all the following questions :

- a) 7Ps of marketing
- b) Consumer behaviour
- c) Online services
- d) Product life cycle
- e) Core services
- f) Need vs. demand
- g) New market development
- h) Segmentation
- i) Demand and supply management
- j) Positioning

SECTION-B

2. Discuss the applications of MIS in service industry. Briefly explain.
3. What are the challenges in distribution of Healthcare services?
4. What are the different promotional techniques used in newly introduced HR consultancy Services?
5. How do you understand by service package while designing a service?
6. What are the factors involved in Pricing of event management services?

SECTION-C

7. Describe the process, role and importance of Relationship Marketing in Service Marketing for Entrepreneurship as compared to goods marketing.
8. How consumers make decisions for services? Explain in detail with the help of all given stages of consumer decision process model.
9. Discuss the problem areas in segmentation, targeting positioning and differentiation of Finance and Insurance sector services.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.