

Reg. No. :

D 596

Q.P. Code : [07 DMB – SM 85]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Services Management

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the model of service quality gaps. How these gaps can be filled in health sector?
2. What are the strategies can be adapted to target and position financial service in India?
3. Explain various pricing strategies for mobile phones.
4. What is service marketing mix? How it is used by education sector?

5. Discuss service distribution strategies to promote call taxi in your place.
6. Discuss the communication strategies used in tourism sector.
7. How will you segment and position home loans with the help of marketing mix?
8. Discuss a marketing program of a theme park to attract school children.

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D 597

Q.P. Code : [07 DMBSM 86]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Services Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the principles of customer relationship.
2. What is customer retention? Explain its process.
3. How effectively CRM is utilised in retailing sector?
4. List out IT tools that are used in CRM and explain.
5. Discuss the benefits of CRM Architecture in sales productivity.

6. How technology like internet helps to implement CRM?
7. How to choose the right CRM solution? Discuss.
8. Computer Telephony Integration is necessary in call centres – Do you agree? Give valid reason.

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Q.P. Code : [07 DMB-SM 87]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Services Management

HEALTH CARE SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the individual and environmental factors that contribute to individual health care in our country.
2. Elaborate the prevention and education of Primary health care.
3. Give a detailed note on the present Indian Health care system. Explain the organization structure of the Health care system in India.

4. Analyse the administrative and professional services needed in management of Health care services.
5. Discuss the functions of Medical records department and the challenges encountered in maintaining e-Health medical records.
6. Discuss the need for hospitals to go for accreditation and explain the process of licensing in India.
7. Describe the functions, structure and accountabilities for effective functioning of Healthcare organisations.
8. How the performance of Health care organizations is measured? Add note on Quality assurance and Quality improvement techniques applied in Health care industry.

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D 599

Q.P. Code : [07 DMB-SM 88]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Services Management

HOSPITALITY SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks

(5 × 20 = 100)

1. Discuss the nature and scope of Travel and Tourism industry from Global perspectives.
2. Trace the developments of Lodging industry from 1970s till now.
3. What is a Condominium? Discuss how condominium concept sprouted and developed in lodging industry around the world.
4. Explain the scope of Lodging industry and explain the organization and structure of Lodging operations.

5. Explain the European Market segments and the classification of American hotels.
6. Discuss in detail the methods of advance Reservation. Explain the functions of Reservation department.
7. Discuss the growth and development of Food service industry in America.
8. Describe the role of Green movement in Energy management in Hospitality operations.

Reg. No. :

D 600

Q.P. Code : [07 DMB-SM 89]

(For the candidates admitted from 2007 onwards)

M.B.A DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Services Management

PUBLIC SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss in the importance of public organizations.
2. Elaborate on the environmental issues in public sector organization.
3. Explain the significance of technology management.
4. Describe the different types of communication process taking place in public sector.

5. Discuss on the effective style of leadership and its process in a public sector organization.
6. Explain the goals of public sector organization and how it can be achieved.
7. Discuss how public sector performance be measured and improved.
8. Explain the performance of public sector with suitable example.

Reg. No. :

D 601

Q.P. Code : [07 DMBSM 90]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Services Management

FINANCIAL SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is financial services? State the causes for financial innovation in the financial service sector.
2. Discuss the role of central bank in regulating the quantity and direction of the flow of credit.
3. What is a Mutual Fund? What are the advantages of investing in Mutual Funds?
4. Briefly examine the SEBI framework for regulation of insider trading.

5. What are venture capital schemes? Explain the services of agencies involved in providing venture capital.
6. Write a note on :
 - (a) Call Money Market
 - (b) Treasury Bills Market
 - (c) Commercial Bills Market
 - (d) Role of NBFC.
7. Write down the special role of commercial banks in India.
8. What is factoring? How it works? Explain various types of factoring.

Reg. No. :

D 602

Q.P. Code : [07 DMB SM 91]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Services Management

TOTAL QUALITY SERVICE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the evolution and determinants of quality.
2. What is cost of quality? Explain different types of cost of quality.
3. Discuss the role of communication in implementing TQM.
4. List and discuss simple seven quality control tools.
5. What are control charts? How they are used in management process? Explain with example.

6. What is six sigma? Explain the process of six sigma.
7. Explain and discuss the accreditation process.
8. Discuss the steps involved in benchmarking evaluation and analysis.