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Reg. No. :

D 2192 Q.P. Code : [07 DMB-S M 85]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Services Management

SERVICES MARKETING

Time : Three hours Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. Classify and explain services.
2. "Good Communication process is the need to be able to transmit messages accurately" – Discuss.
3. Explain a few leading marketing strategies for the marketing of services.
4. Comment on the instrumentality a personal selling in promoting the financial services.
5. Bring out special features of International Marketing of Services.

6. Discuss the different methods of pricing of services.
7. Explain the linkage, if any, between the product concept and after sales services.
8. "Consumer is the King" — Is this in practice in India? Give your critical answer.

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Q.P. Code : 107 DMB-SM 861

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**M.B.A. DEGREE EXAMINATION,
DECEMBER 2009.**

Second Year

Services Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Define relationship marketing and contrast it with mass marketing.
2. What are the seven building blocks of CRM?
3. What are the six stages in the customer care life cycle?
4. Define customer satisfaction and discuss how companies attract new customers and retain them.
5. What are the key benefits of CRM?

6. Discuss the main objectives and need for customer relationship management.

7. Explain the concept of E-CRM.

8. Maintaining customer loyalty is your top priority, but how to do it.

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Services Management

HEALTH CARE SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. "Prevention is still more costly than cure". —
Comment on the statement. (20)
2. Discuss the factors which influence the Indian
health care system. (20)
3. (a) Define Electronic medical records? List out
the characters and the process of EMR. (14)
(b) Mention the benefits and risk of EMR. (6)
4. What do you mean by organisation structure?
Discuss the types and design of health care
organisation structure with diagram. (20)

5. Discuss the health care current trends and issues
in India. (20)

6. Write down the steps involved in implementation
procedure in quality management of health
services. (20)

7. Discuss the primary health care techniques in
India. (20)

8. Discuss the functions and failure reasons that
affects the administration of hospital service. (20)

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Services Management

HOSPITALITY SERVICES MANAGEMENT.

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.

Each question carries 20 marks.

1. Give an overall view on Travel and Tourism Industry and discuss its contribution to the economic scenario of a country like India.
2. Explain in detail the typical European Hotel market Segment and Hotel types.
3. Identify the roadblocks and explain in detail the delay of hotel and tourism industry all over the world.
4. Draw a typical organisational chart of an American Hotel and explain in detail the functions of Frontline office, Housekeeping, Laundry and maintenance departments.
5. Trace the growth of Franchising in the food service industry and identify its problems.
6. 'Job descriptions and breakdowns are important tools for human resource development' – Explain with reference to the hotel industry.
7. Explain in detail the working of an Engineering division in a Hotel industry.
8. Explain in detail the different methods of Advertising with reference to the hotel industry.

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Services Management

PUBLIC SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.

Each question carries 20 marks.

1. What do you understand by Public Services management? Trace the growth of Public organisation in India.
2. External and Internal environment play an important role in the functioning of Public organisation – Explain with reference to Indian public organisations.
3. “Appropriate and timely decision making helps the growth of public organisation” – Elucidate this statement in detail.

4. Analyze in detail the role of government officials in effectively implementing the strategies for the growth of Public organisations in India.

5. Define communication and explain the process of communication. Identify the barriers in communication that affect the growth of public organisations in India.

6. Identify and explain in detail the different leadership styles and choose the ideal leadership style needed for a public organization. Explain the ideal leadership style with an example.

7. “Change is the only parameter which is permanent” – Relate in detail with reference to public organisations.

8. Describe the role of government in raising the profitability, performance and viability of public organisation in India.

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Q.P. Code : [07 DMB-SM 901]

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Second Year

Services Management

FINANCIAL SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. Discuss the general obligations, responsibilities and authorized activities of merchant banker. Explain the defaults of merchant banker and the penalty points for them.
2. Risk is inherent in banking and is unavoidable, 'Risk Management' is the major function of a Commercial Banks Discuss.
3. Critically evaluate the role of UTI in the Indian financial system.
4. Discuss the major issues of Mergers Amalgamations in India.
5. Explain the rating procedure and the factors that have contributed to the rating framework of credit Rating agencies World wide.
6. Write note on :
 - (a) Commercial paper.
 - (b) Yield curve.
 - (c) Asset securitisation.
 - (d) NBFC.
 - (e) Mutual funds.
7. What are the constituents of Indian capital market? Explain the recent trends and reforms in capital market in India.
8. "Venture capital is an activity by which an investor supports an entrepreneurial talent with finance and business skills to exploit market opportunities and thus obtain long term market gains". Explain.

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Second Year

Services Management

TOTAL QUALITY SERVICE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100 marks)

1. (a) What do you mean by the term 'cost of quality' and optimum Cost of quality? (6)
(b) Write short notes on types of cost of quality? (14)
2. (a) Explain the concept of quality function deployment? (6)
(b) What is house of quality? Explain the building process? (14)

3. (a) List out the simple new seven management tools of quality control? (6)
(b) Write short notes on each tool with diagrammatic representation and examples? (14)
4. Explain the following in brief
(a) Kaizen Concept (10)
(b) JIT manufacturing system. (10)
5. (a) Define the business process re-engineering? Write the methodology and design of BDR? (14)
(b) Discuss the criticism and benefits of re-engineering? (6)
6. What effect does employee involvement have on motivation? Explain the effect in terms of motivational theory? (20)
7. (a) What do you mean by control charts for attributes? Explain the construction of any two types of control charts for attributes? (14)
(b) Compare Variable charts and attribute charts? (6)
8. What do you mean by ISO? Enumerate briefly all the requirements of environmental management system (ISO 14000)? _____ (20)