

Total No. of Questions—4]

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B.B.A. (Sixth Semester) EXAMINATION, 2016
CASES IN SERVICE SECTOR MANAGEMENT
(Spl.-IV : Service Sector Management)
(2013 PATTERN)

Time : 2 Hours

Maximum Marks : 50

N.B. :— (i) Q. No. 1 is compulsory.

(ii) Solve any *two* from Q. Nos. 2 to 4.

(iii) Figures to the right indicate full marks.

1. Mr. Kumar's daughter was turning 5 and he was planning to celebrate her birthday with his family and friends. He decided to celebrate ther birthday in one of the best restaurants in the city, the "Grand Darbar". Mr. Kumar booked tables for 22 people, 16 adults and 6 children. The booking was done with Mr. Sagar, the manager of the hotel. Two days before the party Mr. Kumar increased the booking by extra 5 people. Mr. Sagar seemed to be very busy when this change was informed to him, but he confirmed that the arrangements would be made. On the day of their daughter's birthday Mr. Kumar arrived with his family and friends. However to his astonishment the tables were booked for only 22 people and not 27. Mr. Kumar reminded Mr. Sagar that the change was done 2 days back. But Mr. Sagar denied it, saying "you must have been mistaken". Mr. Kumar tried to make him admit his mistake but Mr. Sagar was too rigid and continued to deny the change of booking. The restaurant

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was full. Mr. Kumar requested Mr. Sagar to resolve the matter since the guests were standing for 10 minutes. Mr. Sagar expressed his helplessness and said there was nothing he could do at that moment. Finally after a long wait they were accommodated. Mr. D' melo, the G.M. was informed about the incidence. He immediately came to Mr. Kumar with a complimentary birthday cake and a teddy bear gift for his daughter. He also apologized for the service given by Mr. Sagar. After the party was over, while paying the bills, Mr. Kumar was given 20% discount on the total bill.

Questions : [20]

1. What are the failure points in the service delivery ?
 2. What problems and issues of service providers lead to situations as above ?
 3. Was Mr. D'melo effective in service recovery ?
- 2.** In 2004, XYZ Bank was the second largest private commercial Bank in India with about 470 branches and 1800 ATMs. It provided a multitude of banking and financial services, namely banking, credit cards, loans, investments, NRI services and so on. In the same period, its credit card division was ranked second, having about 2.4 million customers. The bank offered various categories of credit cards.
- XYZ bank realized that though it held a substantial share in the credit business, in the race for increasing numbers, it had not concentrated on quality of customer service.

Explain the following :

[15]

- >> Impact of poor customer service in credit cards Industry.
- >> Use of technology to deliver better customer service.
- >> Promotional schemes as a customer service tool.

3. According to a CII-McKinsey report the number of foreigners coming to India for medical treatment is on rise. These categories of visitors to India, popularly known as “medical tourists”, are providing a new stream of revenue for corporate hospitals in India. Advantages of medical treatment in India include reduced costs, the availability of latest medical technologies, and a growing compliance on international quality standards, as well as the fact that foreigners are less likely to face a language barrier in India. The Indian government is taking steps to address infrastructure issues that hinder the country’s growth in medical tourism. Most estimates claim treatment costs in India start at around a tenth of the price of comparable treatment in America or Britain. India’s medical tourism sector is expected to experience an annual growth rate of 30 percent.

Questions for Discussion :

[15]

1. What are the various factors that attract foreign patient to India as medical tourists ? Is it necessary for the service providers to understand the culture of the foreign patients to provide them better service?
2. What service related factors should the hospitals keep in mind while preparing themselves to cater the medical tourists ?

4. Mr. Venugopal invested a huge amount of money in starting a hotel in Kerala. Kerala also known as “gods own Country” is a popular tourist destination not only for Indians but also for foreign tourists. He had bought a river touch land in a scenic valley location. He not only created excellent infrastructure with respect to the amenities required in a star hotel but also designed the landscape very beautifully. Mr. Venugopal has been trying to attract guest to his property but has not been very successful.

Create a marketing mix strategy for Mr. Venugopal’s hotel.

Emphasise on the service related factors he needs to work upon to create a delight among his cliental. [15]