

**Instructions:**

- 1) Figures to the right indicate Full Marks.**
- 2) Do not write anything on the question paper.**
- 3) Do not use scientific calculator.**

Q1.	Explain Consumer services, Business services, public services with examples.	14 Marks
Q2.	What is process management and discuss the key components of process management.  OR Define capacity management in the service industry. Discuss its importance in balancing supply and demand, minimizing costs, and enhancing customer satisfaction.	14 Marks
Q3.	Explain line process, Batch process, service shop, Mass service, Job shop process with its characteristics and examples.  OR Explain key strategies businesses can adopt to improve customer retention along with example, and how do they contribute to long-term success along with examples.	14 Marks
Q4.	What is customer relationship management and describe customer segmentation in service industry.  OR Explain the role of intermediaries in supply chain management and discuss their importance in bridging gaps between suppliers and consumers.	14 Marks
Q5.	What is quality in service industry and discuss various factors of service quality.  OR Explain types and steps of repositioning along with examples.	14 Marks