

Seat No. : \_\_\_\_\_

# AM-109

April-2025

Int. MBA, Sem.-X

Service Marketing

(Marketing Specialization)

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Explain the concept of Service Marketing and following Service Classification models : 7
- (i) On the basis of degree of tangibility;
- (ii) On the basis of customization and judgement.
1. (B) Highlight the characteristics of services and its implications. Justify each with the help of an example. 7

OR

- (B) What are the major reasons for growth of Service sector in India post-Independence ? 7

2. Apply the concept of New Product Development Process on the following : 14
- (Any 1 of your choice)
- (i) Online Food Delivery Service
- (ii) Courier Service

OR

2. **Case study :** 14

SwiftWash – Smart Pricing in the Car Wash Industry.

SwiftWash is an app-based car cleaning service operating in metro cities. Customers can book doorstep car washes, premium detailing, or monthly maintenance packages. As fuel prices and labour costs increased, SwiftWash found it difficult to maintain its earlier pricing structure.

At the same time, two new competitors – CleanRyd and AutoShine – entered the market with aggressive pricing and introductory offers. To retain its market share, SwiftWash experimented with discounts during non-peak hours and introduced a loyalty program. However, customer responses varied based on locality and income segments.

Demand during weekends remained high, while weekday bookings dropped significantly. The management now considers dynamic pricing to reflect service costs, competitor pricing, and customer demand patterns more accurately.

**Question :** How should SwiftWash design its pricing strategy to stay competitive while covering rising costs and responding to changing customer demand ?

3. (A) “All service employees are either full time or part time marketers”. Explain the concept of Internal Marketing and analyse different roles played by employees in service process. 7
3. (B) Service companies need to focus on different themes of communication campaign. Choose any service of your choice and try to apply relevant themes used by the company. 7

**OR**

3. Apply seven P’s of marketing on following services : (Any 2) 14
- (i) Hospitality service
- (ii) Healthcare service
- (iii) Banking service
4. (A) Service companies experience different demand situation in different market segments at different times. Analyze the concept on the basis of relevant strategies that can be adopted to manage demand in context of : (i) Tourism; or (ii) Hospitality. Any one of your choice. 10
4. (B) Explain concept of Service encounter with relevant example. 4

**OR**

- (B) Explain the growing scope of self-service technology in Indian service sector with the help of real-life examples. 4
5. (A) Hotel Serenity is a mid-range business hotel known for promoting its “24/7 personalized service” and “zero-wait check-in” across online booking platforms. However, recent guest reviews tell a different story. Several guests complained about delayed room service, long check-in queues, and unresponsive front desk staff during peak hours. Despite management believing their service was top-tier, staff revealed they were short-staffed during night shifts and had no clear guidelines to handle guest overload. Additionally, guest feedback forms were rarely analyzed or acted upon. While expectations were set high through marketing, the actual service experience didn’t meet those promises, leading to negative online reviews and a dip in repeat bookings. 10

**Question :**

Which specific service gaps from the GAP Model can be identified in Hotel Serenity’s situation, and what steps can be taken to close them ?

- (B) Classify the customer on the basis of their reactive behaviour while service failure occurs. 4

**OR**

5. (A) Tech Trend Solutions, a leading provider of IT consulting services, aims to enhance its service quality and customer satisfaction levels. Recognizing the value of the RATER Model, apply its key dimensions on its service offering aim. 10
- (B) Write a brief note on Complaint management process. 4

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# AM-109

April-2025

Int. MBA, Sem.-X

## Seminar on Contemporary Issues in HRM (HR Specialization)

Time : 2:30 Hours]

[Max. Marks : 70

1. Discuss the application of technology in various functional areas of HR. 14

**OR**

1. What are the different types of employees and their characteristics, as described by Blau and Boal ? Explain the process of Talent management in detail. 14

2. Explain in detail the various stages of the PCMM model. How has Wipro technologies implemented PCMM ? 14

3. Mergers and acquisitions are more of people's issues than any other aspect of management. Discuss this drawing with attention to HR perspectives during various stages of Mergers. 14

**OR**

3. Define Recession. Recession is the time to hire new talent, impart training, identify KRA's and introspect. Explain in detail. 14

4. (A) Explain the employee engagement practices that help improve the quality of work life and enhance productivity. 7

- (B) Discuss the measures adopted by the organization for work-life balance. 7

5. (A) Define outsourcing and outplacement. Why is outplacement an important activity in today's scenario ? 7
- (B) CSR and ethical practices are a domain of HR. Explain. 7
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**AM-109**

April-2025

Int. MBA, Sem.-X

**Mergers, Acquisitions and Corporate Restructuring  
(Finance)**

Time : 2:30 Hours]

[Max. Marks : 70

**Instruction :** Financial tables must be provided.

1. What is corporate restructuring ? Discuss the strategic approaches to corporate restructuring. 14

**OR**

1. Explain various types of mergers and acquisitions. Also discuss their benefits and limitations. 14

2. A Ltd. and B Ltd. decided to amalgamate on 31/03/2025, for which A Ltd. takes over the business of B Ltd. Their summarised balance sheets as on 31<sup>st</sup> March, 2025 are as follows : 14

<b>Equity &amp; liabilities</b>	<b>A Ltd.</b>	<b>B Ltd.</b>
Equity share capital of ₹ 10 each	10,00,000	6,00,000
12% preference share capital of ₹ 10 each	4,40,000	3,40,000
General reserve	1,00,000	90,000
Capital reserve	60,000	–
Investment allowance reserve	–	20,000
Profit & Loss A/c	1,50,000	1,00,000
14% Debentures	1,00,000	–
Creditors	90,000	1,40,000
Other current liabilities	40,000	30,000
	<b>19,80,000</b>	<b>13,20,000</b>
<b>Assets :</b>		
Land & Building	5,00,000	3,10,000
Plant & Machinery	6,50,000	3,40,000
Furniture	1,15,000	70,000
Investments	1,40,000	1,00,000
Inventories	2,50,000	1,90,000
Trade receivables	1,80,000	2,06,000
Cash and bank	1,45,000	1,04,000
	<b>19,80,000</b>	<b>13,20,000</b>

A Ltd. paid the purchase price as follows :

- (1) 70,000 equity shares of ₹ 10 fully paid up to equity shareholders of B Ltd.
- (2) 14% preference shares of 100 each to make payment to preference shareholders of B Ltd. at a premium of 10%.
- (3) All the assets and liabilities were taken over by A Ltd.

You are required to prepare :

- (i) Balance sheet of A Ltd. after takeover.
- (ii) Pass necessary journal entries in books of A Ltd.
- (iii) Prepare necessary ledger accounts to close the books of B Ltd.

**OR**

2. (A) Discuss the legal aspects of mergers and acquisitions. 7
- (B) What does due diligence mean? What are various types of due diligence ? 7

3. Tata Motors Ltd. is evaluating an investment proposal to manufacture trucks for UP state transport corporation. The project will require an initial investment of ₹ 20 lakhs in Plant and equipment. This initial investment will be depreciated straight line down to salvage value of ₹ 4 lakhs at the end of 8 years. The project will generate revenues of ₹ 6 lakhs and will incur operating expenses of ₹ 2 lakh in the first year. These revenues and expenses are expected to grow at around 5% a year over the remaining 7 years of the project. The marginal tax rate for the company is 30%. Estimate the free cash flows to the firm. Also verify the effect of depreciation on the net present value of the project. Assume the cost of capital @10%. 14

**OR**

3. (A) The Summarised Balance Sheet of GJ Ltd. as on 31<sup>st</sup> March, 2025 is as follows : 8

Equity & Liabilities	Amount
45000 Equity shares of ₹ 100 each	45,00,000
10% Preference shares of ₹ 100 each	15,00,000
General Reserve	4,50,000
Bills payables	1,50,000
Creditors	10,50,000
	<b>76,50,000</b>
Assets	
Building	37,50,000
Furniture	22,50,000
Non- trading Investments	4,50,000
Trade receivables	7,50,000
Inventories	2,70,000
Cash and Bank	1,80,000
	<b>76,50,000</b>

**Additional Information :**

- (1) Market price of building is 30% high and that of furniture is 20% high.
- (2) Market price of investments is ₹ 5,25,000.
- (3) 10% Bad debts on trade receivables are expected.
- (4) Expected rate of return is 12%.
- (5) The average profit before distribution of dividend is ₹ 11,10,000.
- (6) The goodwill is to be valued at 3 years' purchase of super profits.

Find out the intrinsic value of shares.

3. (B) Briefly explain various approaches of business valuation. 6
4. Define strategic alliance. What are its characteristics? What are the reasons to form a strategic alliance ? Explain various types of strategic alliance. Discuss the risk involved in strategic alliance. 14

**OR**

4. (A) Distinguish between MBO and LBO. What are the sources of LBO financing ? 7
4. (B) Explain the advantages and limitations for setting up a joint venture in India. 7
5. Write a note on ANY **FOUR** from the following : 14
- (1) What do you understand by 'Golden Parachute' as a takeover strategy ?
  - (2) How is poison pill used as a takeover strategy ?
  - (3) What are the issues in international mergers and acquisitions ?
  - (4) Discuss the procedure for takeover.
  - (5) Explain the advantages and disadvantages of ESOP.
  - (6) What are the motives behind buy back of shares ?
  - (7) Explain divestiture, spin-off and split up.

