

IMBA in AVT Sem.-5 Examination

IMBA AVT-127

Process Management of Service Industries

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

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. What is quality in service industry and discuss various factors of service quality. 14 Marks
- Q2. What is customer relationship management and describe customer segmentation in service industry. 14 Marks
- OR
- What is supply relationship and describe all types of supply in detail.
- Q3. Discuss how process management used in various industries along with benefit of it. 14 Marks
- OR
- Describe all types of service providers in service industry.
- Q4. Explain line process, Batch process, service shop, Mass service. Job shop process with its characteristics and examples. 14 Marks
- OR
- What is process management and discuss the key components of process management
- Q5. Explain types and steps of repositioning along with examples. 14 Marks
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