

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(SIM) (Sem.-1)**

## MAJOR SEGMENTS IN SERVICE INDUSTRY MANAGEMENT-I

**Subject Code : PGS-105**

**Paper ID : [F0403]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

## SECTION-A

**1. Answer briefly :**

- a. What is the importance of customer classification for PR industry?
- b. What kind of managerial skill required for transport services?
- c. Highlight the role of respective positions in education industry.
- d. Discuss the Profitability analysis for freight service industry.
- e. How the ideas can be generated for customer's segmentations?
- f. Explain the objectives segmentations for BPOS.
- g. Describe any two behavioral characteristics Airline's customer.
- h. What are the bases of segmentations for media services?
- i. What is leadership skill?
- j. Discuss the duties of service provider in case of beauty care industry.

### SECTION-B

2. What kind of training is given to employees, in order to develop their skills in Airlines industry?
3. How the segmentations could be done by the companies in order to satisfy the customers in Media service industry?
4. Highlight the duties of respective positions in Leisure services to satisfy the customers.
5. Discuss the role of leaders in entertainment service sector, while making the segmentations.
6. What is the influence of segmentations on framing marketing strategies for Travel and tourism industry?

### SECTION-C

7. Highlight the importance of segmentation in freight and cargo service industry. Explain in detail the Global and domestic scenario for segmentation in same service industry.
8. What is the role of environment in order to have segmentations of hospitality service industry?
9. What kind of skills are required for respective positions in ITES/BPOS industry for customer satisfactions?