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Total No. of Questions: 09

M.Sc.(SIM) (Sem.-2)

## MAJOR SEGMENTS IN SERVICE INDUSTRY MANAGEMENT-II

Subject Code: PGS-106 Paper ID: [F0408]

Time: 3 Hrs. Max. Marks: 60

#### **INSTRUCTION TO CANDIDATES:**

- 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 are the role of respective positions in education industry?
- b. Discuss the Profitability analysis for service industry.
- c. What is leadership?
- d. How the ideas can be generated for customer's segmentations?
- e. What are the objectives segmentations?
- f. What are the sources of segmentations?
- g. Discuss any two behavioural characteristics customer.
- h. Explain the importance of customer classification
- i. What is managerial skill?
- j. Highlights duties of service provider in case of beauty care industry.



### **SECTION-B**

- 2. How the segmentations have been done by the companies in order to satisfy the customers in service industry?
- 3. Discuss the duties of respective positions in banking to satisfy the customers.
- 4. What kind of training is given to employees, in order to develop their skills in fitness industry?
- 5. What is the role of leaders of Entrepreneurship while making the segmentations?
- 6. Discuss the influence of segmentations on marketing strategies for service industry

### **SECTION-C**

- 7. What kinds of skills are required for respective positions in finance and insurance industry for customer satisfactions?
- 8. What is the importance of segmentation in service industry? Discuss in detail the Global and domestic scenario for segmentation in Education service industry.
- 9. Discuss in detail the role of service industry's environment in order to have segmentations of customers.

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