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B.B.A. (VI Semester) EXAMINATION, 2017

CASES IN SERVICE SECTOR MANAGEMENT (606-D)

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

N.B. :— (i) Q. No. 1 is compulsory

(ii) Solve any *two* from Q. Nos. 2 to 4.

(iii) Figures to the right indicate full marks.

1. Case No. 1 :

[20]

In the recent past, Indian civil aviation sector has grown manifold. 'Open Sky to All' policy adopted by the Govt. of India in 1992 clears the entry of Private carriers into the field. The monopoly of state owned carrier ends up with the entry of several new players in the industry and many more are about to enter the arena. Apart from the state-owned airline, a number of private companies have entered the arena, thereby providing more choices to the passenger.

Today, air travel is no more the monopoly of the rich and the mighty. With the arrival of cheap airline carriers in India, air travel has become simpler and cheaper. The high growth rates in air travel services in the country is likely to continue in future also. Now, airline has become a common man's vehicle and revolutionized the

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way a common Indian traveler used to travel. The airlines are adding more and more cities to their list of destinations covered throughout the country.

Therefore, it can be said that the domestic airlines of India have made traveling easier for the masses. More and more people are opting for traveling by air, because they save a lot of time in traveling, as compared to other means of transportation. But it has been observed that Airlines are not providing services adequately to their client users, resulting in dissatisfaction among the passengers right from booking the ticket to boarding the aircraft. It is observed a large number of consumer disputes arise out of deficiency in service provided by the airlines.

Frequently Occurring Problems are :

- Cancellation/Rescheduling of Flights/Delays are normal practice.
- Poor responses while enquiring on phones.
- Misinformation provided by Airlines staff when called on phones.
- Promised services are not provided.
- Long procedure in getting refund or even denial of refund at proper check-in time at the last moment due to over booking or some unknown reasons.
- Misleading advertisement luring passengers inviting free travel.
- Loss of baggage for which compensations are not paid or when paid it is very meager.
- Pilferage of baggage.
- No proper guidance when the passengers are in harness.
- Misbehaviour at the counter.

Questions :

- (a) Construct an effective service marketing strategy profile for a new airline company.
- (b) What measures should the airline companies take to avoid customer dissatisfaction ?

2. Case No. 2 :

[15]

The following case highlights the business functioning of “High Star”, the world’s leading cruise company. The 9/11 attacks and the recession in the US Economy hit the travel industry hard and high star also had to face the consequences of a declining economy.

High star is one of the world’s leading cruise companies with 12 brands in its fold. It mainly operates in North America, Europe and Australia. High Star has a fleet of 78 ships, each with a capacity to accommodate 600 to 4300 customers.

High Star offers various vacation packages ranging from 7 to 14 days. Some packages even extend upto 30 days. They segmented their vacation packages into three categories—contemporary, premium and luxury—based on the nature of the tours, quality of customer service and the itinerary of the vacation. The key destination the carnival covers includes Alaska, the Caribbean, Europe the Panama Canal, the Mexican Riviera, the South Pacific, Asia Hawaii, etc.

Questions :

- (a) SWOT analysis is the key takes before planning a service strategy. Do a SWOT analysis for High star cruises.
- (b) Suggest how High Star can improve its business and customer satisfaction.

3. Case No. 3 : [15]

Online Shopping is undoubtedly on an upward trajectory. But, here's the kicker : While 43% of sales are influenced by online, online sales account for only about 9% of retail. It's still an impressive figure, but it also shows that there's huge room for improvement. There are still groups of online shoppers who refuse to buy online- and your great products, competitive prices, or easy check out have little to do with it.

Bargain-hunting web shoppers say they're willing to part with more cash for great customer service.

Questions :

- (a) What service related issues are faced by online shoppers which demotivate them to use this channel ?
- (b) List the service related factors that an e-commerce website should provide to its customers.

4. Case No. 4 : [15]

The courier industry in India has come a long way from its origin in modern form in 1980s and thereafter. The industry has grown in size and reach. A significant number of players have scaled up their operations to match the contemporary, world-class professional environment. The industry has invested in information technology systems and set up good processes and proprietary systems capable for handling large volumes.

The Indian courier industry size is estimated at Rs. 14,000 crores in 2015-16. As a premium segment, the courier industry is a small

but significant segment of the logistics industry. It is one of the fastest growing segments of the industry. The industry is expected to grow at 17% per annum to Rs. 20,000 crores in the next three years.

The economic growth in the country and the consequent trade growth will be primary growth driver for the courier industry. The growth in current customer industry segments and expansion into new industry segments will be demand drivers for the courier industry. In addition, increase in reach through expansion of network and new products like temperature-controlled logistics, services for importers and others will provide additional growth of the industry.

The courier industry serves as a key enabler for business by providing time-bound logistics services to customer industry segments. Besides providing critical services and aiding economic growth, the courier industry in India has significant to the economy.

Questions :

- (a) Discuss about internet and its role in managing demand in courier services industry.
- (b) Explain the role of people in courier services.
- (c) Explain the importance of process in courier services.