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**M. B. A. (Fourth Semester) Examination,
April-May 2022**

(New Scheme)

IT ENABLED SERVICES MANAGEMENT (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt ~~any two parts from (a), (b) and (c)~~ ^{all questions.} of each unit. Each question carries equal 16 marks.

Unit-I

1. What do you mean by STP strategies in service marketing? Explain in detail.

[2]

Or

Define service and explain how important customer behaviour in business service environment.

Unit-II

2. Explain different strategic framework used in IT services.

Or

Describe the role of information technology in service management.

Unit-III

3. Describe different IT Enabled Services and Business Process Outsourcing.

Or

Explain the following :

- (i) Content development and multimedia animation
- (ii) Call center and medical transcription

Unit-IV

4. It is important to consulting services and Customer Interaction Service in IT explains.

Or

[3]

Explain the following :

- (i) Enterprises Wide Integration
- (ii) Database Management Services

Unit-V

5. Describe the role of IT services in Travel, Tourism and Hospitality management.

Or

Write notes on :

- (i) Measuring Service Quality and Satisfaction
- (ii) Web Enabled Services