

Time : 3 Hours

Marks : 80

Instructions :

1. There are total 4 Sections in the Paper.
 2. All sections are Compulsory.
 3. Total marks for section are given at right side.
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Section 1 :

Attempt any 4 (All questions carry equal marks).

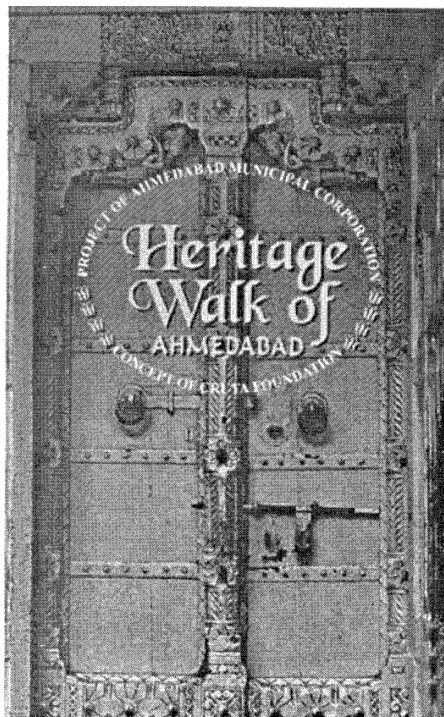
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(Picture Reading)

Observe the given picture and write your observation in full sentence with the help of points given below.

- What is the type of services?
- What are the roles and responsibilities of the people providing the service?
- What is the importance of such kind of service with respect to people, business and society?
- Who are the probable customers of the services offered?
- What are the skills required to make the product/service available to the customer?

1.



2.



3.



4.



5.



Section 2 :

Attempt any 4 (All questions carry equal marks).

20

(Sequencing)

Activities in a business process are given. Arrange them in appropriate sequence and re-write.

1. Arrange an cultural event
 - i) Know your Audience. Whom do you want to participate in the event?
 - ii) Decide on a theme. What will cause the audience to attend the event?
 - iii) Set up social Media. Spread the word as much as possible.
 - iv) Find the right venue.
 - v) Make your budget. Get as many sponsors as possible.
 - vi) Keep posting about the updates of the event to keep people interested to turn up on the Day.

2. Arranging a Heritage walk
 - i) Shalini is a guide who conducts heritage walks in pune.
 - ii) She checks the no. of tourists present.
 - iii) She hands over tourist caps to the tourists.
 - iv) She guides the tourists around the city telling stories about the visiting places.
 - v) She takes care that she completes touring all the places on time.
 - vi) She sends a follow up email seeking feedback.

3. Organize an Art Show
 - i) Kirti has to organize an Art show .
 - ii) Kirti finds out a exhibition venue.
 - iii) She then generate publicity in newspaper and social media.
 - iv) Create invitations to invite guests.
 - v) Position the paintings in the venue using creative ideas.
 - vi) Create a lively environment with light music or serving soft drinks.

4. Documenting a museum collection
 - i) Allocate a unique accession no. to the item (unique ID to the item).
 - ii) Note down all the relevant information about the item.
 - iii) Label the item to mark it as the museum's property.

- iv) Make an entry in the museum log register (Database).
- v) Put it on Display for the audience.

5. Communicating an event update to the participant

- i) Sania has to send the event schedule to the participants.
- ii) She prepares the event schedule with proper mention of venue, date and time.
- iii) She then drafts an email mentioning relevant information to be communicated.
- iv) She creates a group email id that includes all the participants.
- v) She mails the email to the group ID.
- vi) Sania calls the participants to confirm receipt of email.

Section 3 :

Attempt any 4 (All questions carry equal marks).

20

(Case Study - Errors)

Read the case study carefully; identify mistakes / errors in the processes. Write the mistakes in full sentence.

1.

- Sophie makes toys out of clay.
- She organizes an exhibition to raise funds for the poor.
- On the day of the exhibition, many visitors visit the exhibition.
- Some children who had visited there start running around the place.
- Due to this some of the toys break or get damaged.

• What do you think went wrong in terms of

- Discipline.
- People Management.

2.

- Sara wishes to learn Guitar. She goes to a Guitar class to enrol herself.
- The front office executive present there tells that she was late and the batches have already started.
- And the next batches will start from next month.
- Sara goes from there and joins another class.

- What do you think went wrong in terms of
 - Understanding Customer
 - Customer Delight
- 3.
- Riya calls the event manager of a cultural fest and registers for the event.
 - She mentions that she will reach a day earlier and would need accommodation for 2 days.
 - The event Manager however books accommodation for only one day due to shortage of rooms.
 - Riya after reaching the event when comes to know of this she immediately leaves the event and goes back home angrily.
 - The event manager had to cancel Riya's program due to which many of the guests are disappointed who were waiting for Riya's program.
- What do you think went wrong in terms of
 - Communication
 - Customer service
- 4.
- Arti visits a water park near lonavla.
 - Although the rides were entertaining and good, Arti is disgusted by the dirty toilets.
 - When she approached the house keeping staff, they did not take proper action.
 - After returning from there Arti decided never to visit there again and posted a very negative review about it on the social site.
- What do you think went wrong in terms of
 - Communication
 - Customer Satisfaction
 - Brand Image
- 5.
- Sujata attends a clay toy making workshop in Kolkata.
 - The workshop was free and opens to some specific invitees only.
 - She learns to make lot of toys there.
 - She thinks that she will decorate her living room with those toys.

- At the end of the workshop, the people who conducted the workshop tell that the participants would have to purchase the toys to take it home.
- Sujata is disappointed and complains the organizers that they should have told this condition earlier and not at the end.
- What do you think went wrong in terms of
 - Communication
 - Customer Delight

Section 4 :

Attempt any 4 (All questions carry equal marks).

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(Conversation)

Read the scenario and write a conversation between customer and the service provider.

1.

- Divya is a Bharatnatyam artist.
- She gets an invitation to participate in a cultural festival.
- She calls up the Event manager to confirm her participation and asking for accommodation
- The Event Manager explains her the schedule and tells her that she will mail her the entire details.
- Write a Conversation on this situation

2.

- Rachna attends a Heritage walk at Mumbai.
- She shares her experience with her friend sushma.
- Write a conversation on this situation.

3.

- Prachi gets a call from a radio station that she has won an opportunity as a dedicated listener to the channel.
- Prachi gets to meet the Radio Jockey (RJ) and talk him live on a program.
- Write a conversation on this situation

4.

- Vishal reads an article of an Art Magazine on restoration of old palaces and forts as heritage hotels.
- He likes the article and discusses it with his friend Ashish.
- Write a conversation on this situation.

5.

- Dipti visits Alibaug to her Uncle's place during her holidays.
- She visits a food festival and enjoys Authentic Konkani food there.
- Dipti shares her experience with her uncle about the food.
- Write a conversation on this situation.

