

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: - F.Y.B.Sc (C.S)	Subject: Industry and Service Management-I
Semester:- II	Course code: -
Exam Event: - (FH) Summer 2025	Marks: - 30 Marks
Date: -16-04-2025	Duration: - 01:00 Hours

N.B. – 1- Attempt any 2 Question from the given below.

2-Use Simple Calculator.

3-Figures to the right indicate full marks.

Q.1. XYZ Bank has recently launched a suite of digital banking services aimed at enhancing customer convenience. However, many customers, especially older users, are struggling with the new digital platform, leading to frequent service inquiries and complaints. This has caused a strain on the customer service team and led to longer wait times for assistance. The bank needs to balance providing adequate support for these users while encouraging greater adoption of digital services. **10**

Questions:

- A.** How can XYZ Bank redesign its customer support strategy to better assist users struggling with digital banking while promoting self-service options?
- B.** What training programs or digital literacy initiatives could help reduce customer dependence on in-person support for using digital banking services?

Q.2. A) What is the service industry? discuss the reason for the growth of the service industry in India. **10**
OR

B) Distinguished between service management and product management. **10**

Q.3 A) Explain the features of industry and express the industry life cycle. **10**
OR

B) What do you mean by industry management? Explain the various forms of industrial management. **10**