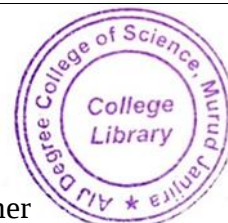


Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai As per NEP 2020	
Class: - F.Y.B.Sc.(C.S.)	Subject: Industry and Service Management-I
Semester: - II	Course code: -
Exam Event: - Summer 2026 (FH)	Marks:- 30 Marks
Date: -18/03/2025	Duration: - 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.1a) Coffee heaven, a local coffee shop, has been struggling down attract new customer in a competitive market filled with larger chains. The owner Sarah Has noticed that while regulars love the shop's unique Atmosphere and specialty brew, The shop is offered empty during weekday mornings. 05

Question: -

How can coffee have an increased foot traffic during weekday mornings? Can you attract new customers?

Q.1b) FitZone Gym, a small local fitness centre, has been facing declining membership renewals and struggles to attract new members. The gym offers a variety of classes and personal training but lacks a distinct identity in a market dominated by larger fitness chains. 05

Question:

How can Fit Zone, Gym improve member retention and attract new clients?

Q.2.A) Explain the concept of industry and its types? 10

OR

B) Elaborate the Michel porter's five force model with the suitable Examples. 10

Q.3.A) What do you mean by Service and explain this scope of Service? 10

OR

B) Examine the elements of service management and wait for the help of suitable examples. 10

