

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2024

B.Tech-VI Semester (CSE/IT/ECE/CE)

COURSE CODE(CREDITS): 20B1WHS631 (3)

MAX. MARKS: 35

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hour

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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Q1. Contrast between facilitating services and supporting services with the help of an example. Also present with examples any three elements from the concept of flower of service. (6 marks) [CO 3]

Q2. What is service blueprinting? Using an example from service sector explain its importance in services marketing. (6 marks) [CO3]

Q3. How is 'expected quality' of service shaped? What are the resultant implications for the service marketer? (5 marks) [CO4]

Q4. Frontline employees often state – “I can't help. It's company policy.” Why and what is wrong with passing such statements? Also, why is voicing complains by customer an aid to customer care manager? (6 marks) [CO 3,4,5]

Q5. What could be some key strategies for (a) shifting demand to match service capacity (b) wait –in-line ? (6 marks) [CO 3,4,5]

Q6. Decode the service differentiation strategy of the following – a) Urban Company home services (b) Physics Wallah (c) Lenskart (6 marks) [CO 3,4,5]

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