JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2024

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

COURSE CODE(CREDITS): 20B1WHS631 (3)   MAX. MARKS: 15

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Anupriya kaur   MAX. TIME: 1 Hour

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

1 Discuss the unique challenges and opportunities faced by service marketers compared to physical product marketers. Highlight any three aspects.[5 marks] (CO1&2)

2 How has inauguration of Ram Mandir in Ayodhya given a strong impetus to growth of service sector in the region? Present your answers using suitable examples. [5 marks] (CO1&2)

3.Write short notes on: [5 marks] (CO1&CO2)

(a) Example of effective geographic segmentation in India

(b) Highlight any specific marketing strategy Cadbury/Asian paints/Nestle employed to establish itself as a dominant brand in the Indian market *(focus your answer on any one company)*