

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

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

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

Q.No	Question	CO	Marks
Q1	Given that services are marked with intangibility, provide the marketing implications and strategies contextual to the same.	CO1	5
Q2	How can an e-waste management company use effective market segmentation in India to launch a service to for responsible e-waste disposal.	CO2	5
Q3	Discuss in brief – (1) Any two core marketing functions (2) market positioning	CO1&CO2	5