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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- Dec 2018

Ph.D- HSS

COURSE CODE: 13P1WHS137

MAX. MARKS:35

COURSE NAME: Service marketing

COURSE CREDITS: 3

MAX. TIME: 2 hr

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. All questions are five marks each.*

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1. How can fail-safe procedures be used to reduce service failures (7 marks)
2. What are affective expectations? What is their role in driving customer satisfaction with service encounter? (7 marks)
3. Identify the factors favoring a strategy of employee empowerment. (7 marks)
4. How can you estimate a customer's lifetime value (CLV)? (7 marks)
5. What are the main tools service firms use to analyze and address service quality problems? (7 marks)