JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATIONS-2022

B.Tech-VI Semester (CS/IT/ECE/Civil/BT)

COURSE CODE (CREDITS): 20B1WHS631   MAX. MARKS: 35

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Dr. Anupriya Kaur

MAX. TIME: 2 Hours

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

Q1. (a) Concept of the 'flower of service' is central to the design of service product. *Comment and reason.* (b) Using a tourism resort as a backdrop, develop the elements of flower of service. (3 + 5 marks)

Q2. Voice recognition banking is touted as the new development in FinTech sector. Discuss the pros and cons the same. (4 marks) [CO3]

Q3. Service branding framework suggests credence attributes are more dominant than search or experience attributes. Why is it so? Discuss with the help of examples. (4 marks) [CO4]

Q4. Highlight the use technology to develop/ augment service offerings in the area of– (a) Insurance for lower segment of society (b) last mile delivery e commerce for Tier3 /small towns India (7 marks) [CO1, CO2]

Q5. Write short notes on the following: (4 X 3 marks) [CO4, CO2]

    (a) SERVQUAL and its elements

    (b) Any three service recovery strategies

    (c) Service-line featuring Vs service-line pruning

    (d) Memorability wrt Brand Elements