

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- FEB-2023

COURSE CODE(CREDITS): 20B1WHS631 (3)

MAX. MARKS: 15

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour

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

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1. Insurance sector remains a hugely under serviced sector in India. Identify (three) consumer segments which can be targeted for the same.[CO1,CO2] (5 marks)
2. Can cultural diversity impact service marketing strategies? Justify your answer with suitable examples.[CO2] (5 marks)
3. Suggest the possible design of services which can be offered by private sector/private – public sector collaboration which may support the Government efforts for disaster management. [CO2,CO3] (5 marks)