

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

## POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24) END TERM EXAMINATION (TERM -IV)

Subject Name	e: Service Marketing	Time: <b>02.00 hrs</b> .
Sub. Code:	PGM41	Max Marks: 40

### Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A			
Attempt all questions. All questions are compulsory. $1 \times 5 = 5$ Marks			S
Questions		CO	Bloom's
			Level
Q. 1: (A). Summarize the problems that marketers face due to customer		CO1	2
involvement in service delivery and consumption.			
<b>Q. 1: (B).</b> Explain the challenges posed by the variability of service with examples.			2
Q. 1: (C). Outline the service continuum roles in understanding different type services.	es of		2
<b>Q. 1: (D).</b> Illustrate the need of extended marketing mix elements in the con of services marketing.	text		2
Q. 1: (E). Explain how the service sector has evolved beyond 2020, considering			2
Indian perspectives.	·		
SECTION – B			

#### <u>SECTION – B</u>

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)  $7 \times 3 = 21 \text{ Marks}$ 

Questions	CO	Bloom's
		Level
Q. 2: (A). Develop a service blueprint for a high-contact service, considering both frontstage and backstage activities.	CO2	3
Or		
Q. 2: (B). Taking a service business of your chain, analyze the concept of the Service Profit Chain and illustrate how it links employee satisfaction to customer satisfaction and financial performance.		4
Q. 3: (A). Examine a situation where a hospital faces capacity constraints in its emergency department during a flu outbreak. Propose strategies to manage the demand and capacity effectively.	CO3	4
Or		5
<b>Q. 3: (B).</b> Assess the impact of service failures on a multinational e-commerce platform like Amazon and its approach to maintaining customer loyalty in such situations.		
Q. 4: (A). Evaluate the positioning of two competing airlines targeting business	CO4	5

travelers to highlight the key differences and similarities in their target markets and positioning strategies with examples.	
Or Q. 4: (B). Create the strategies that a subscription-based company like Netflix can use to retain more customers and increase customer lifetime value, given the	6
company's high customer churn rate.	

# **SECTION - C**

Read the case and answer the questions

 $7 \times 02 = 14$  Marks

Questions	CO	Bloom's Level
Q. 5: Case Study:  The Great Eastern hotel, a privately owned, independent, five-star deluxe hotel located in Hong Kong's commercial district, is faced with a turbulent external environment owing to the current financial crisis. Since its inception six years ago, the hotel has grown in prominence during the bustling economy from 2003 to 2007, and it has been one of the top performers in the upscale and luxury market segments over the four years preceding the economic crises. The hotel's main target market segment is the business traveler (75 percent of room bookings) who has no problem with paying USD 350 per night for a room.  During the past six months, however, the hotel has been a victim of the severe economic upheaval, which has led to a significant reduction in room bookings from the business travel segment. This has reduced profits significantly to the extent that the hotel is no longer able to cover fixed costs. The owner, Jerry Kong, has called an executive committee meeting to discuss the future direction the company should take in the immediate term and in the long term to sustain its competitive advantage.	CO5	Devel
Questions:  Q. 5: (A). Given the current financial crisis, recommend specific strategies that The Great Eastern hotel can adapt to maintain its competitive advantage and recover from the recent decline in room bookings.  Q. 5: (B). Formulate a marketing and promotional strategy to attract new customer segments or markets that could help diversify the hotel's revenue		6

## Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks (Example)
CO2	7 Marks
CO3	7 Marks
CO4	7 Marks
CO5	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply L4= Analyze

L5= Evaluate

L6= Create