

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: **Service Marketing**

Time: **02.00 hrs.**

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.

<u>SECTION - A</u>		
Attempt all questions. All questions are compulsory.		1×5 = 5 Marks
Questions	CO	Bloom's Level
Q. 1: (A). Summarize the problems that marketers face due to customer involvement in service delivery and consumption.	CO1	2
Q. 1: (B). Explain the challenges posed by the variability of service with examples.		2
Q. 1: (C). Outline the service continuum roles in understanding different types of services.		2
Q. 1: (D). Illustrate the need of extended marketing mix elements in the context of services marketing.		2
Q. 1: (E). Explain how the service sector has evolved beyond 2020, considering Indian perspectives.		2
<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 x 3 = 21 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		
Q. 3: (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.		5
Q. 4: (A). Evaluate the positioning of two competing airlines targeting business	CO4	5

(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