

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA (AM)
Subject/Course: Marketing of Services
Course Code: MKTG2004

Semester : IV
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	Assume that you are the Head - Business Development in a leading service organization. You want to develop franchisees in the major cities of Uttarakhand. How will you decide for it? Explain in detail.	20	CO 5
Q.2	How can we charge different prices to different segments without customers feeling cheated? How can we even charge the same customer different prices at different times, contexts, and/or occasions, and at the same time, be seen as fair?	20	CO 4
Q.3	What is the importance of processes in a service organization? Illustrate with examples.	20	CO 1
Q.4	Consider your own recent experiences as a service consumer. On which dimensions of service quality have you most often experienced a large gap between your expectations and your perceptions of the service performance? What do you think the underlying causes might be? What steps should management take to improve quality?	20	CO 3
Q.5	What risks and opportunities are entailed for retail service firm in adding electronic channels of delivery (a) paralleling a channel involving physical stores, or (b) replacing the physical stores with a combined internet and call center channel? Give examples	20	CO 2

ANSWERS

