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| <b>Name:</b>         | <br><b>UPES</b><br><small>UNIVERSITY OF TOMORROW</small> |
| <b>Enrolment No:</b> |  |

**UPES**  
**End Semester Examination, December 2024**

**Course: Services Marketing**  
**Semester: 3rd**  
**Program: MBA**  
**Course Code: MKTG8005**

**Time : 03 hrs.**  
**Max. Marks : 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

| S. No.    |   | Marks     | CO         |
|-----------|---|-----------|------------|
| <b>Q1</b> | <b>Statement of question</b>  |           | <b>CO1</b> |
|           | Example of high contact service is .....  |           |            |
|           | a) Airlines<br>b) Internet-based services<br>c) ATM<br>d) Call Centre                                 | <b>02</b> | <b>CO1</b> |
|           | Interface between front-end and back-end employees....  |           |            |
|           | a) Line of Sight<br>b) Line of visibility<br>c) Line of interaction<br>d) Line of intersection        | <b>02</b> | <b>CO1</b> |
|           | All products are valued for the service they provide, and that the value derived from a physical good |           |            |
|           | a) D-S Logic<br>b) S-D Logic<br>c) K-D Logic<br>d) C-D Logic  | <b>02</b> | <b>CO1</b> |
|           | Barber can't perform same haircut always .....  |           |            |
|           | a) Inseparability<br>b) Tangibility<br>c) Variability<br>d) Perishability                             | <b>02</b> | <b>CO1</b> |
|           | Barber has to be present for the haircut.....   |           |            |
|           | a) Inseparability<br>b) Tangibility   | <b>02</b> | <b>CO1</b> |

|  |   |           |            |
|--|---|-----------|------------|
|  | c) Variability<br>d) Perishability  |           |            |
|  | Refueling is an example of<br><br>a) People processing<br>b) Possession processing<br>c) Mental processing<br>d) Information processing   | <b>02</b> | <b>CO1</b> |
|  | Education is an example of<br><br>a) People processing<br>b) Possession processing<br>c) Mental processing<br>d) Information processing   | <b>02</b> | <b>CO1</b> |
|  | Cognitive dissonance is a .....<br><br>a) Pre-purchase consumer behaviour<br>b) Post-purchase consumer behaviour<br>c) During the process, behaviour<br>d) Dissonance created by surroundings | <b>02</b> | <b>CO1</b> |
|  | Booms and Bitner developed<br><br>a) Tangibility spectrum<br>b) Gaps model<br>c) Servicescape model<br>d) Service triangle model  | <b>02</b> | <b>CO1</b> |
|  | Marketers promoting fly by business class in an airline to give boost to your self-image is an example of .....   | <b>02</b> | <b>CO1</b> |
| <b>SECTION B</b><br><b>4Qx5M= 20 Marks</b> |   |           |            |
| <b>Q2</b>                                  | <b>Statement of question</b>  |           |            |
| A  | Elaborate on how the marketing services mix differs from the marketing mix of products.   | <b>05</b> | <b>CO2</b> |
| B  | Explain types of services with relevant examples.   | <b>05</b> | <b>CO2</b> |
| C  | Compare Hard measures of service quality with Soft measures of service quality citing relevant examples of measures used.   | <b>05</b> | <b>CO2</b> |
| D  | What are the 4Ps of Service Design and why is it important for a service firm to optimize it?   | <b>05</b> | <b>CO2</b> |

**SECTION-C**  
**3Qx10M=30 Marks**

| Q3 | Statement of question  |           |            |
|----|--|-----------|------------|
| A  | Your father, an advocate, owns a legal firm with a team of five lawyers. However, he is facing intense competition from 10 other legal firms in the city, and his service revenue in 2023 was ₹10 million. As an MBA student with knowledge of promoting professional services, outline a detailed strategy to help your father double his business revenue over the next five years. Consider aspects such as marketing, client acquisition, operational improvements, and competitive positioning in your plan.  | <b>10</b> | <b>CO3</b> |
| B  | Describe “The Gaps Model” of service quality and explain its key components. Relate the model to your recent personal experience with a service (e.g., restaurant, hotel, airline, telecom provider, bank, or educational institution) and identify any gaps you observed. Discuss how these gaps impacted on your overall service experience and suggest ways the service provider could address them to improve quality.   | <b>10</b> | <b>CO3</b> |
| C  | <p>“There is no such thing as service industries. There are only industries whose service components are greater or less than those of other industries. Everybody is in service”. Justify this statement by suggesting relevant concepts of Services Marketing.</p> <p><b>OR</b></p> <p>How would you design a customer satisfaction measurement study for the telecom industry? Outline the key methods, tools, and metrics you would use to assess customer satisfaction and identify areas for improvement in service quality and customer experience.</p> | <b>10</b> | <b>CO3</b> |

**SECTION-D**  
**2Qx15M= 30 Marks**

| Q4 | Statement of question   |           |            |
|----|---|-----------|------------|
| A  | You are about to launch an app focused on the physical and mental wellness of college students, aiming to achieve a subscriber base of 10,000 by year-end with revenue per user of ₹200, resulting in a total revenue of ₹2 million. Using the strategic and tactical components of services marketing, create a service blueprint detailing customer action, onstage and backstage interactions, support processes, and physical evidence. Explain how your blueprint will help achieve the revenue and subscriber targets. Highlight strategies to ensure customer satisfaction and retention to meet your business goals. Use diagrams (visual representation) if necessary. | <b>15</b> | <b>CO4</b> |
| B  | A young entrepreneur, fresh out of college, is running a South Indian restaurant targeting college students from similar geographic backgrounds and those who relish south Indian food. Despite this, his business struggles to attract customers, resulting in a negative ROI of -24% with order delivery cost a big burden on him as an expense besides the increasing raw  | <b>15</b> | <b>CO4</b> |

material cost. Lacking knowledge of business and marketing, he is unsure how to improve his venture's performance. He has appointed you as his consultant, analyze the situation and suggest three specific marketing or operational strategies he could implement to make his business profitable. Justify how these strategies can address the challenges and help improve the ROI.

**OR**

Create a customer journey map for an online shopping experience on Ajio.com. Your map should include key purchase stages. Highlight the customer's goals, actions, emotions, and touchpoints at each stage. Additionally, suggest one improvement Ajio could implement to enhance the overall shopping experience. Use a visual representation to illustrate your answer effectively.