UPES
End Semester Examination, Dec 2024

Course: Service Marketing — Semester: V
Program: Int BBA MBA/BBA-SPZ MKTG — Time: 03 hrs.
Course Code: MKTG3005 — Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	**Multiple Choice Questions**		**CO1**
I	**In service marketing, the process of customizing services to meet the individual needs of customers is called:** a) Standardization b) Personalization c) Mass production d) Physical evidence	2	
ii	**The GAP Model in service marketing helps to identify:** a) Areas where the service provider may fall short in delivering customer satisfaction b) Marketing strategies for competitive positioning c) Methods for improving product quality d) Techniques for increasing sales	2	
iii	**Which of the following is a commonly used method to manage variability in services?** a) Automating service delivery b) Outsourcing production c) Creating more tangible products d) Increasing advertising2	2	
iv	**A gym offering monthly memberships as well as pay-per-visit options is an example of which pricing strategy?**	2	

	a) Skimming		
	b) Penetration pricing		
	c) Pricing customization		
	d) Price bundling		
v	**In service marketing, "moment of truth" refers to:**		
	a) The initial pricing strategy of the service		
	b) Any point of interaction between the customer and service provider	**2**	
	c) The time services are produced		
	d) When customers request refunds		
vi	**What is "Service Recovery"?**		
	a) Reducing costs associated with service provision		
	b) Efforts made by a company to resolve service failures and retain customer satisfaction	**2**	
	c) The process of creating additional revenue streams for services		
	d) Reorganizing service processes to improve efficiency		
vii	**Which service marketing strategy focuses on creating a strong, emotional connection between the brand and the customer?**		
	a) Transactional marketing		
	b) Relationship marketing	**2**	
	c) Niche marketing		
	d) Cost-based marketing		
viii	**In service marketing, "heterogeneity" means that:**		
	a) Services are consistent and uniform		
	b) Services are difficult to differentiate	**2**	
	c) Service quality varies with each delivery or provider		
	d) Services are always high quality		
ix	**Which of the following strategies is most likely to address intangibility in service marketing?** a) Adding physical evidence b) Offering discounts	**2**	

	c) Using multiple distribution channels d) Reducing production costs		
x	**In service marketing, the term "moment of truth" was popularized by:** a) McDonald's b) IKEA c) Southwest Airlines d) Scandinavian Airlines	**2**	

<div align="center">

SECTION B
4Qx5M= 20 Marks

</div>

	Write short answers		**CO2**
Q2	With the help of example explain why customer feedback is critical in-service marketing?	**5**	
Q3	How does "personalization" enhance the customer experience in services?	**5**	
Q4	Using example describe "interactive marketing" in services.	**5**	
Q5	Why is it difficult to standardize services?	**5**	

<div align="center">

SECTION-C
3Qx10M=30 Marks

</div>

Q6	Identify the pros and cons of using self-service technology (like kiosks or mobile apps) in a hotel's customer service strategy.	**10**	**CO3**
Q7	Assess the effectiveness of customer feedback mechanisms for a fast-food chain aiming to improve service speed and quality.	**10**	
Q8	In what ways could a retail bank use digital tools to improve customer service and reduce wait times in branches?	**10**	

<div align="center">

SECTION-D
30 Marks

</div>

Q	**Case Study**		**CO4**
	Case Study: Service Failure at a Luxury Hotel **Background:** The Grand Ocean Hotel is a renowned five-star property that prides itself on delivering exceptional customer experiences. Its upscale amenities, personalized service, and attention to detail have earned it a loyal clientele. However, recently, the hotel faced a significant service failure that impacted its reputation. **Scenario:** Mr. and Mrs. Sharma, a couple celebrating their anniversary, booked a premium suite with special amenities at the Grand Ocean Hotel. They requested a room with an ocean view, personalized anniversary decorations, and a candle-lit dinner reservation at the hotel's fine dining		

restaurant. They were promised these details upon booking, with assurances that their stay would be memorable.

Upon arrival, the Sharmas faced multiple issues:

1. **Room Not Ready** – They arrived at the check-in time but were informed that their room was not yet available. After waiting for over an hour, they were assigned a different room without the promised ocean view.
2. **Missing Amenities** – The room lacked the anniversary decorations they had requested. When they asked the front desk, the staff seemed unaware of the arrangement and said they would "look into it."
3. **Candle-lit Dinner Mishap** – When they arrived for dinner, the hotel's restaurant informed them that their reservation had not been made, and there was no availability due to a large group booking.

The combination of these issues led to frustration and disappointment. The Sharmas had chosen the Grand Ocean Hotel specifically to make their anniversary special, and each of these service failures detracted from their experience.

Questions:

1. Identify the key areas where service failures occurred in this case. How did these failures relate to each dimension of the RATER model (Reliability, Assurance, Tangibles, Empathy, Responsiveness)?   **10**

2. If you were the hotel manager, what immediate actions would you take to recover from this service failure? Propose specific steps to address the Sharmas' complaints and to prevent similar issues in the future.   **10**

3. What long-term changes could the Grand Ocean Hotel implement to improve reliability and responsiveness, especially for guests with special requests?   **10**