UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Service Marketing **Semester: III**
Program: BBA-LLB-H_CL/ITIL/BFIL (All batches) **Time: 03 hrs.**
Course Code: MKTG2034 **Max. Marks: 100**

Instructions: All questions compulsory

	SECTION A 5Qx2M=10Marks		
S. No.		**Marks**	**CO**
Q1.	**Multiple choice questions**	**2 marks each**	**CO1**

i)	A triangle of company, customers and employees, internal marketing, external marketing communications and interactive marketing is known as_____
	  a. Marketing Triangle
	  b. Service Triangle
	  c. Communication Triangle
	  d. Both a and b		

ii)	_____ is not an element of people
	  a. Motivation
	  b. Teamwork
	  c. Customer training
	  d. Flow of activities		

iii)	Which of the following is not a type of Service encounters?
	  a. Remote encounters
	  b. Phone encounters
	  c. Face to face encounters
	  d. Check-in encounters		

iv)	Evaluation of medical diagnosis service mainly depends on _____
	  a. High in experience quality
	  b. High in credence quality
	  c. High in search quality
	  d. Both a and c		

v)	The mental energy spent by customers to acquire service is referred to as
	  a. Time cost
	  b. Mental cost
	  c. Energy cost
	  d. Acquisition cost		

	SECTION B 4Qx5M= 20 Marks		
Q2.	**Write short answers**		**CO2**
i)	Assume you are the marketing manager of Rajputana Sheraton, Jaipur. Explain the steps involved in the positioning stance of the hotel.	**5 marks**	
ii)	With the help of example differentiate between individualized service and mass marketing.	**5 marks**	
iii)	Discuss how consumers judge the service quality for information technology services	**5 marks**	
iv)	Explain with examples what does the term quality mean from the point of view of user and provider of a service.	**5 marks**	
	SECTION-C 2Qx10M=20 Marks		
Q3.	**Write long answers**		**CO3**
i)	You are the General Manager of a 5 Star Hotel. Apply the concept of "Service recovery" to devise a strategy for defective service delivery during sale of rooms.	**10 marks**	
ii)	Apply the five principal dimensions consumers use to evaluate service quality to explain how large multispecialty public hospital evaluate and maintain the service quality.	**10 marks**	
	SECTION-D 2Qx25M= 50 Marks		
Q4.	**Attempt both questions**		**CO4**
i)	Case Study:

Col Deepak Khanna recently retired from the armed forces. A fine athlete and physical fitness enthusiast, Col Khanna has been leading a vigorous and active life.
Col Khanna has been planning to start a business of his own after his retirement for a long time. He had always felt concerned about the low standards of physical fitness and poor quality of food of an average Indian. During his participation in sport meets abroad, he saw that the foreigners were well organized in this field. Col Khanna feels that running a gymnasium and a health center would offer a good business opportunity, besides fulfilling an important need of the society at large. He has seen pictures of ultra-modern gymnasiums and read about complete health center facilities which exist abroad. Col Khanna is planning to establish similar facilities in a large city in India. He is ready to settle anywhere and start this activity at a place which offers a high potential of business success. He would initially cater to the needs of company executives and businessmen. He would later extend the scope of this venture to include housewives and working women too. He is optimistic that with the hectic lifestyle of present-day business people, and the growing consciousness about good health, he would be able to attract a substantial clientele. He is, | | |

	however, aware of the heavy financial investment required for this project and would like to be careful before taking any long-term decision in this regard. He would like to estimate the possible demand for this type of service and an indication of the financial returns that he can expect. Questions: 1. Suggest a step-by-step procedure to estimate the consumers expectations and perceptions. 2. How can Col Khanna hope to influence customer perceptions?	**10 marks** **15 marks**	
ii)	Analyzing the various factors responsible for growth of Indian tourism industry, develop a marketing plan for the promoters of a chain of 5-star hotels in India.	**25 marks**	