GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida

FIND YOUR SPARK

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)
END TERM EXAMINATION (TERM - V)

Subject Name: Service Marketing	Time: **02.30 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.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1- Reproduce the understandings, conceptual framework and theories of service marketing across the service sector.

CO2- Critically analyze and apply the concepts into practical situations and cases on service organizations

CO3- Examine the nature of services for industry wise understanding of use of technology by service organizations.

CO4- Evaluate and assimilate critical service marketing aspects for managerial decisions.

CO5- Integrate the conceptual frame work to develop the practical services marketing strategy for diverse emerging economies.

SECTION - A

Attempt all questions. All questions are compulsory.   **1×5 = 5 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). Suggest four ways to manage the customers waiting to avail the service in a bank and at a doctor's clinic. **Q. 1: (B).** Explain Credence Quality with suitable example. **Q. 1: (C).** How can a marketer deal with the problem of intangibility and heterogeneity in services? Suggest two ways for each. **Q. 1: (D).** Why do you think there is a need for add of 3 extra Ps- People, Process and People in the services? Write one reason for each. **Q. 1: (E).** Suggest two ways a service organization can use the 7 Ps.	CO1	L1, L2

SECTION – B

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). Suppose you are the marketing head of a chain of discotheques. What measures will you take to add an element of tangibility to your service? **Or** **Q. 2: (B).** Suppose you are the marketing head of a banking firm. What steps will you take to minimize customer's perceived risk?	CO2	L3
Q. 3: (A). Take a service industry of your choice and suggest the major roles CRM technology can play in effective service recovery. **Or**	CO3	L4

Q. 3: (B). Levitt argues that owing to the industrialization of services, their production can no longer be viewed as being heterogeneous. Attempts have been made to improve productivity in the service sector by the introduction of technology. Substantiate with suitable examples choosing service industry of your choice.		
Q. 4: (A). Suppose you are the marketing manager of an institute that provides preparation courses for IIT. What steps would you take to expand your network all across India?	CO4	L6
Or		
Q. 4: (B). Examine the factors a company needs to consider to measure service quality. Take example of any service organization of your choice to illustrate it.		L5

SECTION - C

Read the case and answer the questions   **7×02 = 14 Marks**

Questions	**CO**	**Bloom's Level**
Q. 5: Case Study: AirIndia Pee-gate Case Air India, which was once the Maharaja of the Skies, saw its reputation take a big hit due to the horrific incident wherein a male passenger exposed himself and urinated on a 70-year-old female passenger on the Air India New York-Delhi flight. Ever since the incident has come to light, and now with the Delhi police identifying the male culprit, social media has been abuzz with outrage over not just the incident but also the way Air India, now owned by the Tatas, handled it. Netizens have taken to social media to demand an immediate arrest of the culprit, pointing out also how the 30-day ban put on the passenger by Air India was not enough. IAS officer Ashok Khemka tweeted said that the 30-day ban seems to be an extremely soft treatment of a disgusting act and also questioned the US-based multinational financial services company Wells Fargo for its silence over the incident. The accused who allegedly urinated on a woman co-passenger on a New York-Mumbai flight last November, was arrested on January 07, 2023 from Bengaluru. S Bhattacharjee, a co-passenger of the New York-New Delhi flight has revealed that after the accused urinated on the old lady, the flight crew cleaned her seat, and kept blankets on seat smelling of urine, rather than offering her Shankar Mishra's seat. Speaking to ANI, Bhattacharjee said, "Incident happened after lunch was served. He (accused) had four drinks and then was asking me the same questions multiple times. I finished lunch, told the flight attendant to keep an eye on him." Following the incident, the co-passenger went to the senior stewardess and asked her to give the old lady another seat, but she refused saying that they had to take permission from the Captain, Bhattacharjee told ANI. "Only option for her was to move to 1st class as business class was full, what they (flight crew) did was clean her seat & kept blankets on seat smelling of urine. They could've given Shankar Mishra's seat but they didn't do anything to pacify distressed passenger," he added. The airline's CEO issued an apology over handling of the incident and said four cabin crew and a pilot have been de-rostered and the policy of serving alcohol on flights is being reviewed. Besides, Air India CEO and managing director Campbell Wilson listed steps taken by the management over the November 26		

incident. He listed out a few initiatives that can strengthen the security of air travelers. The steps include commencing a comprehensive education program to strengthen crews' awareness of and compliance with policies on the handling of incidents and unruly passengers and to better equip crew to empathetically assist those affected. Further, he said that the airline will review its policy on the service of alcohol on the flight. Air India will also improve the 'robustness of its incident reporting process, he added. Questions: Q. 5: (A). Critically analyze cause of service failure and evaluate the role of service employees for the same. Q. 5: (B). Considering yourself CEO of AirIndia, develop a service standard to make it failure proof for any such incident in the future.	CO5	L5 L6

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	**7 Marks**
CO3	7 Marks
CO4	7 Marks
CO5	14 Marks

(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