GL BAJAJ
Institute of Management & Research
Greater Noida
FIND YOUR SPARK

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POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
END TERM EXAMINATION (TERM -IV)

Subject Name: **Service Marketing**	Time: **02.00 hrs**
Sub. Code: **PGM41**	Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

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

S. No.	Course Outcomes (COs)	Bloom's Taxonomy Level
CO1	Recall and define key concepts, characteristics and classifications of services and the evolution of the service sector from Indian and global perspectives	Remembering L-1
CO2	Explain the role pf process, people and physical evidence in the delivery and management of services using service models.	Understand L-2
CO3	Apply service quality models to analyse and improve service experiences and customer satisfaction	Apply L-3
CO4	Analyze market segmentation, targeting strategies and brand positioning techniques for service organizations in both offline and digital environments	Analyze L-4
CO5	Evaluate strategies for managing service demand, capacity and recovery including handling customer complaints, service failures and designing service guarantees.	Evaluating L-5
CO6	Design innovative service marketing strategies by integrating emerging technologies in various service sectors	Create L-6

SECTION - A

Attempt all questions. All questions are compulsory.   **2×6 = 12 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). A customer prefers ordering from Swiggy over visiting a restaurant. Using the service continuum, identify the type of service delivery this reflects.	CO1	L1
Q. 1: (B). How is pricing of service challenging as compared to that of the products?	CO1	L1
Q. 1: (C). A bank introduces video-KYC services to reduce customer visits. From the traditional and extended services marketing mix, identify which elements are most impacted and explain how.	CO1	L1
Q. 1: (D). What are **high-contact services** and **low-contact services**? Provide one example of each.	CO2	L2
Q. 1: (E). Define **servicescape**. Explain how physical evidence influences customer perception in service settings.		
Q. 1: (F). What are **service encounters**? Clearly differentiate **remote encounters**, **telephone encounters**, and **face-to-face encounters**.	CO2	L2
	CO2	L2

Questions	CO	Bloom's Level

Questions	CO	Bloom's Level
Q. 2: (A). An online food delivery platform experiences declining customer ratings even though order accuracy has improved. Customer feedback indicates inconsistent delivery times and poor response to complaints. Using the **Service Quality Gap Model**, analyse the possible gaps causing customer dissatisfaction and suggest strategies to close these gaps and enhance perceived service quality. **Or** **Q. 2: (B).** A reputed hospital receives repeated complaints regarding long waiting times, inconsistent staff responsiveness, and poor coordination between departments during patient visits. Using the SERVQUAL model, identify any three service quality dimensions that appear to be compromised. Explain each dimension and suggest suitable improvement actions.	CO3 CO3	L3 L4
Q. 3: (A). Digital-first services today rely heavily on integrated marketing communications (IMC). A new online counselling service wants to establish itself as **"trustworthy, empathetic, and expert-led."** **Recommend three promotional strategies** (online + offline) that can convey these brand values effectively. Then explain **how employee behaviour (counsellors, chat support, onboarding staff)** must align with these messages to maintain brand authenticity. **Or** **Q. 3: (B).** Employees in a service organization are often called **"living brand ambassadors."** With reference to the **Services Marketing Triangle**, analyze how employees influence: 1. **Brand perception**, 2. **Service delivery credibility**, and 3. **Customer expectations**, when promotional campaigns position a service as "premium" or "high-touch." Support your answer with relevant examples.	CO4 CO4	L4 L4
Q. 4: (A). The recent cancellation of flights at Indigo took the entire aviation sector by surprise. What happened in this case from service context? How should service recovery happen in such a situation? What possible recovery strategies do you suggest for the same? **Or**	CO5	L5

| Q. 4: (B). A multiplex cinema experiences heavy rush during weekends but very low occupancy on weekdays. Using concepts of **services demand management and yield management**, suggest **three strategies to increase revenue during low-demand periods** and **three strategies to optimise capacity during peak hours**. | CO5 | L5 |

SECTION - C

Read the case and answer the questions   **5×02 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: Digital Service Innovation at Marriott International Marriott International, one of the world's largest hospitality companies, operates brands such as Marriott, Sheraton, Westin, and Ritz-Carlton across more than 130 countries. With the rapid digitalisation of services and changing guest expectations, Marriott has invested heavily in technology to enhance the customer experience while maintaining its service excellence. The company developed the **Marriott Bonvoy mobile app**, which allows guests to book rooms, use mobile check-in and check-out, request services, and access digital room keys. Marriott also integrated **AI-powered chatbots and voice assistants** to handle guest inquiries, personalise recommendations, and support multilingual customers. To strengthen **online customer engagement**, Marriott actively uses social media platforms and review sites to interact with guests, resolve complaints, and encourage user-generated content. The company has also experimented with **location-based services**, sending personalised notifications and offers to guests within hotel premises. Additionally, Marriott explored **blockchain technology** for secure identity management and loyalty-point tracking to enhance transparency and trust. While these digital initiatives improved convenience, personalization, and operational efficiency, Marriott faced challenges related to data privacy, cybersecurity risks, high technology costs, and maintaining the human touch that is essential in hospitality services.		
Q5: (a). Evaluate the impact of **mobile apps and AI-based services** on guest experience at Marriott. In your opinion, how far should luxury hotels rely on technology without compromising personalized human service?	CO6	L6
Q5: (b) Critically assess Marriott's use of **online customer engagement and social media marketing** in managing brand reputation. How effective is digital engagement in handling service failures in hospitality?	CO6	L6

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

COs	Question No.	Marks Allocated
CO1	Q1. (A, B, C)	6 marks
CO2	**Q1. (D, E, F)**	6 marks
CO3	Q2. (A or B)	6 marks
CO4	Q3. (A or B)	6 marks
CO5	Q4. (A or B)	6 marks
CO6	Q5 (a); Q5 (b)	10 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