

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2024

B.Tech-VI Semester (CSE/IT/ECE/CE)

COURSE CODE(CREDITS): 20B1WHS631 (3)

MAX. MARKS: 25

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1.5 Hour

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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1. Explore the concept of latent demand in the tourism industry in India. How can travel agencies tap into latent demand for unique travel experiences? (5 marks) [ CO 2,3]
  
  2. (a) Analyze the demographic trends driving the growth of the gaming industry in India. How can game developers leverage these insights to create targeted gaming experiences? (b). Identify specific segments within the Indian gaming market (e.g., mobile gaming, PC/console gaming). What are the key factors influencing the growth of each segment? (6 marks) [CO 2,3]
  
  3. Explain how the concepts of internal marketing, external marketing, and interactive marketing are interconnected within the service triangle model. Illustrate this connection using a specific service industry example. (5 marks) [ CO 2,3,4 ]
  
  4. Write short notes on (3 X 3 marks) [CO2,3,4]
    - a. Point -of-delivery customization
    - b. Market followers vs Market nichers
    - c. Three factors that stimulated led to growth of service sector in India
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