

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

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

COURSE CODE (CREDITS):20B1WHS631 (3)

MAX. MARKS: 25

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour 30 Min

Note: (a) All questions are compulsory.

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

Q.No	Question	CO	Marks
Q1	The Indian entertainment industry is witnessing a shift in consumer preferences. How can OTT platforms and cinema chains leverage latent demand for regional and niche content?	CO2	5
Q2	Imagine you are a business consultant advising a foreign healthcare company that wants to enter the Indian medical tourism market. Considering the growth of corporate hospitals, telemedicine, and health insurance, suggest a market entry strategy for the company. Discuss the opportunities and challenges it might face in this sector.	CO4	7
Q3	Contrast between North star metric and Dead Horse theory Internal marketing Vs External marketing wrt Service sector	CO3	5
Q4	A luxury hotel wants to improve its <i>moments of truth</i> by focusing on its service encounters .As a service design consultant, suggest process improvements to optimize service encounters and enhance customer experience. Also highlight the type of service encounters.	CO5	8