

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2025

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

MAX. MARKS: 35

COURSE CODE (CREDITS): 20B1WHS631 (3)

COURSE NAME: Service Design and Marketing

MAX. TIME: 2 Hours

COURSE INSTRUCTORS: Anupriya Kaur

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	Discuss how effective service design and marketing strategies can unlock the untapped potential of tourism in India, with a focus on enhancing visitor experience and sustainable development.	CO1	5
Q2	Can elderly healthcare can be effectively positioned as a beachhead segment . Highlight key service innovations and marketing approaches required to capture and retain this growing demographic.	CO2	6
Q3	XYZ Airlines is planning to introduce a luxury business class experience on its international routes. The airline wants to ensure that passengers not only enjoy comfortable seating but also benefit from enhanced services before, during, and after the flight. Using the "Flower of Service" framework, design a comprehensive service package for XYZ Airlines' luxury business class	CO3	6
Q4	In the context of the Jobs-to-be-Done (JTBD) framework, explain how functional, emotional, and social jobs influence customer decision-making when selecting a product or service. Illustrate your answer with relevant examples.	CO5	6
Q5	Write short notes on (a) Service Blueprint (b) Technical quality vs Functional quality (c) Word-of-mouth Communication wrt service quality (d) Service-line Filling	CO4	12