

Note: (a) All questions are compulsory.

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

(c) Use of calculators is not allowed

Q.No	Question	CO	Marks
Q1	A multi-specialty hospital in a tier-2 Indian city has noticed fluctuating demand across its services. Cosmetic procedures face resistance from conservative segments, preventive health check-ups receive little interest, mental health counselling inquiries are increasing but structured services are unavailable, and outpatient visits drop significantly during summer vacations. Identify and explain the different demand situations (negative demand, no demand, latent demand, seasonal demand) reflected in the case. Suggest appropriate marketing strategies the hospital should adopt to manage each situation effectively.	CO3	6
Q2	India offers multiple tourism products such as heritage tourism, ecotourism, adventure tourism, wellness tourism, medical tourism, and beach tourism. Select any two tourism products and suggest some strategic initiatives that can help India strengthen its competitive position in each selected segment.	CO2	5
Q3	What is a service-oriented strategy amidst marketing problems. Explain with help on suitable exams.	CO3	5
Q4	What could be some strategies for shifting (increased) demand to match service capacity.	CO3	4
Q5	A customer visits a premium hotel for a weekend stay. At check-in, the front-desk executive appears distracted and takes longer than expected to process the booking. Later, the room service staff responds promptly and courteously to requests. During checkout, there is a billing error which takes 20 minutes to resolve. a) Identify at least two key service encounters in the above case. b) Explain how these encounters represent "moments of truth." c) Briefly suggest how the hotel can manage such moments effectively to enhance customer satisfaction and loyalty.	CO4	5