

TEST -3 EXAMINATIONS- 2026

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

COURSE CODE (CREDITS): 20B1WHS631/ 25BBWHS632 (3) MAX MARKS: 35

COURSE NAME: Service Design and Marketing/ Strategic Service Design and Marketing

COURSE INSTRUCTOR: Anupriya Kaur MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required
for solving problems (c) Use of calculator is not allowed

Q. No	Question	CO	Marks
Q1	A corporate client signs an annual service contract with a reputed cloud-based IT solutions company for uninterrupted data storage and cybersecurity support. During a critical business period, the client experiences a major server outage and delayed technical assistance, resulting in operational disruption and financial losses. The incident creates significant dissatisfaction and raises concerns regarding service reliability and accountability. Analyze the possible behavioral responses the client may exhibit after experiencing this service failure. Critically examine how these responses may affect the service provider's customer relationships, brand reputation, and long-term service recovery efforts. Illustrate your answer with relevant service-sector examples.	CO5	7
Q2	A Bengaluru-based startup has developed an AI-powered learning platform capable of serving schools, colleges, coaching institutes, and corporate training organizations. However, due to limited funding and manpower, the company decides to initially target only engineering students preparing for placements in Tier-1 Indian colleges. The startup plans to build strong brand recognition, collect user feedback, and refine its product within this narrowly defined segment before expanding into other educational and training markets. (a) Identify and explain the market entry approach reflected in the above strategy. (b) Critically evaluate why such an approach may be particularly useful for startups operating under resource constraints. (c) Discuss the potential strategic advantages the company may gain by first dominating a narrowly focused segment.	CO3	7
Q3	Critically examine the concept of Expected Versus Experienced Quality in the service sector. Explain how customer expectations are formed, how actual service experiences are evaluated, and why gaps between expected and experienced quality influence customer satisfaction and loyalty	CO4	7
Q4	Explain the concept of the "Flower of Service" in service marketing. Also, discuss how facilitating and supporting services enhance the value of the core service offering	CO3	7
Q5	Discuss the role of Self-Service Technologies (SSTs) in modern service sector strategy. Explain how technologies such as ATMs, self-checkout systems, mobile apps, and kiosks have influenced service delivery, customer experience, efficiency, and competitive advantage in service industries.	CO1	7