

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATIONS-2022

B.Tech-VI Semester (CS/IT/ECE/Civil/BT)

COURSE CODE: 20B1WHS631

MAX. MARKS: 15

COURSE NAME: Service Design and Marketing

COURSE CREDITS: 3

MAX. TIME: 1 Hour

*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. Marks are indicated against each question in square brackets.*

1. What are the marketing challenges due to the intangible character of services? (3 marks) [CO1]
2. OTT Platforms have gained significant popularity in India? Highlight the key reasons. Also, suggest some strategies for future. (2+2 marks). [CO3]
3. How have the changing social dynamics given way for growth of service sector? Explain with the help of some examples. (3 marks) [CO2]
4. Explain the concept of – (a) Psychographic segmentation (b) Market Positioning (5 marks) [CO1& CO3]