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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATIONS-2022

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

COURSE CODE: 20B1WHS631

MAX. MARKS: 25

COURSE NAME: Service Design and Marketing

COURSE CREDITS: 3

MAX. TIME: 1 Hour 30 Min

*Note: All questions are compulsory. Marks are indicated against each question in brackets. All sub parts have to be attempted in continuity.*

1. Explain with examples how social shifts lead to growth of services. (4 marks)
2. India is considered to have a great potential for different tourism services. Explain any two in brief. (4 marks)
3. Explain the Internal Marketing concept with examples. (4 marks)
4. Highlight with examples strategies for shifting excess/beyond capacity demand to match service capacity (4 marks)
5. Write short notes on (3 X 3 marks)
  - a. Negative Demand Vs No Demand
  - b. Factors that fuel growth of healthcare services
  - c. Service Encounters