

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -2 EXAMINATIONS-2022

Ph.D

COURSE CODE: : 13P1WHS137

MAX. MARKS: 25

COURSE NAME: Service marketing

COURSE CREDITS: 3

MAX. TIME: 1 Hour

30 Min

Note: All questions are compulsory. Each question is of 5 marks each.

- Q1. Explain the distinction between enhancing and facilitating supplementary services. Give several examples of each, relative to services you have used recently
- Q2. Why do new services often fail? What factors are associated with successful development of new services?
- Q3. An entrepreneur is thinking of setting up a new service business (you can choose any specific business). What advice would you give regarding the distribution strategy for this business? Address the What? How? Where? When? of service distribution
- Q 4. Why does the customer's role as a co-producer need to be designed into service processes? What are the implications of considering customers as partial employees?
- Q5. How can you test whether a SST has the potential to be successful, and what can a firm do to increase its chances of customer adoption?