

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2023

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

COURSE CODE (CREDITS): 20BIWHS631

MAX. MARKS: 35

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hours

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**Note:** All questions are compulsory. Marks are indicated against each question in square brackets.

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1. How does the Flower of Service model help in understanding and designing services? Present your answer using the context of any service sector of your choice. (6 marks) [CO1,3]
2. Service firms may offer the service product in three different forms- Generalized Fixed Service Package, Generalized Flexible Service Package and Customized Service Package. Explain these in context to health care services. (5 marks) [CO3]
3. Present a model that illustrates the expected service quality and experienced service quality and explain the elements thereof using suitable examples. (5 marks) [CO4]
4. Experience and credence attributes dominate in services while search and experience attributes play a key role in physical goods value assessment. Comment and reason. (5 marks) [CO3,4]
5. Explain the concept of service recovery. Also, highlight the key reasons for customer grievances. (5 marks) [CO5]
6. Explain the following in brief (3X 3 marks)
  - i. Distinctiveness vs. Memorability (brand elements) [CO3]
  - ii. Employee empowerment [CO2,CO5]
  - iii. Service-line Pruning [CO3]