



Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2024

Course: Service Marketing	Semester: IV
Program: MBA (Core)	Time: 03 hrs.
Course Code: MKTG8005	Max. Marks: 100

SECTION A
10Qx2M=20Marks

1.	Select correct answer	Marks	CO
	I. Which of the following is NOT a characteristic of service consumption? a) Tangibility b) Intangibility c) Inseparability d) Variability	2	CO1
	II. Developing service products involves: a) Focusing solely on physical attributes b) Identifying customer needs and preferences c) Ignoring competitor analysis d) Offering standardized solutions	2	CO1
	III. Which of the following is an example of an inseparable service? a) Restaurant meal b) Electronic device c) Software application d) Automobile	2	CO1
	IV. Price setting in services is primarily influenced by: a) Cost-based pricing b) Demand-based pricing c) Competition-based pricing d) All of the above	2	CO1
	V. Revenue management in services involves: a) Setting prices to maximize short-term profits b) Adjusting prices based on demand fluctuations c) Ignoring customer preferences d) Implementing fixed pricing strategies	2	CO1

	<p>VI. Promoting services involves:</p> <p>a) Educating customers about the benefits b) Focusing solely on advertising c) Ignoring customer feedback d) Relying on word-of-mouth only</p>	2	CO1
	<p>VII. Service supply management focuses on:</p> <p>a) Maximizing supply to meet any level of demand b) Balancing supply and demand effectively c) Minimizing supply to create scarcity d) Ignoring demand fluctuations</p>	2	CO1
	<p>VIII. Measuring service quality can be done through:</p> <p>a) Customer feedback b) Financial statements c) Internal processes only d) None of the above</p>	2	CO1
	<p>IX. Which pricing strategy focuses on adjusting prices based on fluctuations in demand and supply?</p> <p>a) Value-based pricing b) Revenue management pricing c) Competition-based pricing d) Cost-plus pricing</p>	2	CO1
	<p>X. Which of the following is NOT a dimension of service quality in the SERVQUAL model?</p> <p>a) Reliability b) Responsiveness c) Range of services d) Assurance</p>	2	CO1
SECTION B			
4Qx5M= 20 Marks			
2.	Write short note of the Following		
	(a) The additional Ps which were added to delineate the role of service marketing	4Qx5M	CO2

	<p>b) Service flower and supplementary services</p> <p>c) High, Medium and Low Contact Services with examples</p> <p>d) Service Blueprinting</p>		
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SECTION-C
3Qx10M=30 Marks

	Attempt all questions		
3.	Discuss the concept of service quality and its importance in service marketing. How can service quality be measured and improved?	10	CO1
4.	Discuss the challenges and opportunities associated with pricing strategies in Hotel Industry. Elaborate Yield Management.	10	CO3
5.	How do service providers use branding and positioning strategies to differentiate themselves in the market? Provide examples of successful branding strategies in the service industry	10	CO3

SECTION-D
2Qx15M= 30 Marks

Attempt all questions.			
7.	<p>Mini Case Study</p> <p>Company Background:</p> <p>ABC Airlines is a leading international airline operating in multiple regions. The airline offers a range of services including passenger transportation, cargo services, and premium amenities. With increasing competition and fluctuating demand, ABC Airlines faces challenges in effectively managing demand and optimizing its services to meet customer expectations.</p> <p>Situation:</p> <p>ABC Airlines experiences seasonal fluctuations in demand, with peak travel periods coinciding with holidays and vacation seasons. During peak times, the airline often faces capacity constraints and struggles to accommodate all passengers while</p>	15	CO3

	<p>maintaining service quality. Additionally, ABC Airlines aims to differentiate itself by offering premium services to its business and first-class passengers, but it faces challenges in consistently delivering these services across its global network.</p> <p>Strategies Implemented:</p> <p>To address these challenges, ABC Airlines has implemented several strategies:</p> <p>Dynamic Pricing: ABC Airlines uses dynamic pricing strategies to adjust fares based on demand and maximize revenue during peak periods. The airline offers discounted fares for off-peak travel to incentivize customers to travel during quieter times.</p> <p>Service Differentiation: ABC Airlines focuses on providing exceptional service to its premium passengers by offering exclusive lounges, gourmet dining options, and personalized concierge services. The airline invests in training its staff to deliver high-quality service consistently.</p> <p>Capacity Management: ABC Airlines closely monitors demand forecasts and adjusts capacity accordingly to avoid overbooking and ensure a seamless travel experience for passengers. The airline also collaborates with partner airlines to accommodate overflow passengers during peak periods.</p> <p>How can ABC Airlines further optimize its dynamic pricing strategy to manage demand more effectively and maximize revenue while maintaining customer satisfaction?</p>		
8.	<p>Refer to the case mentioned in Question No 7 and answer the following question</p> <p>What additional measures can ABC Airlines take to ensure consistent delivery of premium services to its business and first-class passengers across its global network, considering factors such as cultural differences and operational challenges</p>	15	CO3