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School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UA405T - Marketing of Services

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Identify how clients' opinions of a service brand are influenced by the behaviour of staff in industries including banking, hotels, and healthcare. K3 (6)
- 2) Identify the factors motivating certain nations to consider exclusively relying on services for economic growth in the midst of evolving economic landscapes characterized by declining manufacturing sectors and increased globalization. K3 (9)
- 3) Analyze the key components of service operation management, including service design, service delivery, and service quality control. K4 (4)
- 4) Examine how the concept of the service lifecycle is applicable to a specific situation in the hospitality industry. Provide a comprehensive analysis of each stage of the lifecycle, supported by a relevant example to illustrate its implementation and impact. K4 (8)
- 5) Examine the different levels of a service product, including the core, tangible, and augmented levels. Provide examples of each level in the context of a hospitality business. K4 (8)
- 6) Determine the five dimensions of the SERVQUAL model (reliability, assurance, tangibles, empathy, and responsiveness) and distinguish how each dimension contributes to assessing service quality in a hospitality business. K5 (5)
- 7) Consider yourself managing guest experience at a world-class eco-resort set amidst lush rainforests. Explain the effectiveness of current customer feedback mechanisms used to assess guest satisfaction with accommodations, dining, and eco-tourism activities. Develop new and inventive approaches to collect feedback from guests, aiming to gain deeper insights into their preferences and expectations. K5 (10)