



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (SM)
THIRD TRIMESTER (Batch 2022-24)
ENDTERM EXAMINATION, April 2023

Course Name	Service Management	Course Code	20104
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Please answer all questions and all sub parts.
- Please write in point form where ever possible

Q1. Assume you manage a winter ski resort in Shimla

(a) Discuss the underlying pattern of demand fluctuation likely to occur at your resort and the challenges it would present to you as a manager. Is the pattern of demand predictable or random? **(2+2 marks)**

(b) Propose with examples two demand and two capacity oriented measures that you would take to attempt smoothening the peaks and valleys of demand. **(4+4 marks)**

Q2. The environment in which the service is delivered and where the firm and the customer interact, and any tangible commodities that facilitate performance or communication of the service forms the physical evidence.

(a) Imagine your last stay at a hotel and **Analyse** all the 'servicescape' and 'other tangible' aspects provided by your hotel during the entire stay. **(4 marks)**

(b) Propose suggestions on two 'servicescape' and two 'other tangible' aspects to make them more effective. **(6 marks)**

Q3. Consider the Gap Model of Service Quality.

a) **Examine** Gap 1 faced by a service provider with the help of an example – give the brand as well as explain the situation. List down three possible reasons behind Gap 1. Also offer the service provider a suggestion and explain how it can help to overcome this gap **(3+3+3=9 marks)**

b) **Examine** Gap 4 faced by a service provider with the help of an example – give the brand as well as explain the situation. List down three possible reasons behind Gap 4. Also offer the service provider a suggestion and explain how it can help to overcome this gap **(3+3+3=9 marks)**