



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (SM)

THIRD TRIMESTER (Batch 2023-25)

END TERM EXAMINATION, April 2024

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

INSTRUCTIONS:

- This is a closed book exam
- Please answer all questions and all sub parts and write the correct question and sub-part no. in your answer books
- Please write in point form where ever possible

Q1. Read the following caselet and answer the following questions:

Established in the year 2000, Barista Coffee Company is the pioneer of coffee culture in India. The Barista Café chain delivers a true coffee experience in a warm, friendly, and relaxed environment. It provides a comfortable place for people to unwind over interesting conversations and a hot cup of coffee.

"At Barista, we are expanding our footprint across the country in a strategic manner and plan to be at 500 store count over the next two years. The objective is to connect with the larger community and be accessible for our consumers at multiple touch points. Over the past few years, we have expanded well in tourist destinations and Udaipur is the latest entrant to the list. We are excited to be brewing in Udaipur and look to serve both domestic and international guests at this store," said Rajat Agrawal, CEO, Barista.

Source: <https://www.worldcoffeeportal.com/> and <https://www.barista.co.in/>

Draw a blueprint for Barista Café service clearly labeling each section, box and line (where required) showing

- Typical physical evidence and customer actions (3+3=6 marks)
- Typical visible and invisible employee actions and support processes (4+2+2=8 marks)
- Examine** the blueprint critically and briefly explain one innovation that you would like to make in the process and also explain how it will help Barista in promoting its service (3+3=6 marks)

Q2. Consider the Gap Model of Service Quality.

- Examine** Gap 3 with the help of an example. Also offer the service provider involved, a suggestion to overcome this gap (2+3=5 marks)
- Examine** Gap 4 with the help of an example. Also offer the service provider involved, a suggestion to overcome this gap (2+3=5 marks)

Q3. Many resorts and hotels in hill stations like Shimla and Kausali are known to become quite crowded during peak summer in North India. Analyze a plan to:

- Reduce the actual crowding via two solutions towards the demand side (3+3=6 marks)
- Reduce the actual crowding via two solutions towards the supply side (2+2=4 marks)