

**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	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**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:**

The hospitality industry is constantly innovating to better serve its customers. If the entire goal of customer experience is to make customers' lives better and easier, the hospitality industry takes it to the next level. As modern guests travel, both for business and pleasure, they want to have their needs met to have a personalized and seamless experience. Modern guests want to be engaged, heard, empowered and delighted by hotels. When a guest feels the hotel understands them, they are 13% more likely to stay there again. The majority of hotel visitors want to experience new technology and are even willing to give up traditional amenities like a business center or fitness center to get it.

Source: <https://www.forbes.com/>

- List** and explain briefly three ways in which a hotel can provide a better customer experience by using technology **(3\*3=9 marks)**
- How is customer delight different from satisfaction? Why are the advantages to a marketer if customers are made to experience delight **(4+3=7 marks)**

**Q2.** The RBI barred Paytm Payments Bank from accepting deposits or top-ups in any customer account, prepaid instruments, wallets, FASTags and NCMC card after February 29, 2024 in the wake of persistent non-compliances. The regulator reportedly found major irregularities in KYC, which exposed the customers, depositors and wallet holders to serious risks.

Source: <https://indianexpress.com/> and <https://www.businesstoday.in/>

**Analyse** a plan utilizing service recovery concept based on:

- Three steps that you as CEO of Paytm would take on priority to 'Fix the customer' **(3\*4=12 marks)**
- Three steps that you as CEO of Paytm would take on priority to 'Fix the problem' **(3\*4=12 marks)**