

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (SM)
THIRD TRIMESTER (Batch 2024-26)
END TERM EXAMINATION, April 2025

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
- Please do not leave any unnecessary spacing within the text of your answers

Q1. Read the following news piece carefully and answer the questions below

Ranju Aery booked air tickets online from Chandigarh to Bagdogra (West Bengal) for her and her family members through the website Yatra.com for travel from New Delhi to Bagdogra on 23.06.2024 and return journey from Bagdogra to Kolkata and the connecting flight of the opposite party (OP) Airlines M/s Spicejet Ltd. from Kolkata to New Delhi for 30.06.2024. An amount of Rs. 70,900/- was paid by the complainant through her debit card on 12.06.2024 for the said tickets. The complainant started her return journey on 30.06.2024 from Bagdogra to Kolkata by Indigo Airlines and reached the airport at Kolkata at 1.30 pm to board the connecting flight of the OP Airlines SG256 from Kolkata to New Delhi, scheduled for 20.40 hours. The complainant's family members were having the boarding passes for the said flight. However, they were shocked to know that the said flight of the OP Airlines had been cancelled. The OP Airlines did not provide any alternative arrangement to the complainant and her family for travel to New Delhi. The complainant was, therefore, forced to buy tickets for another flight, operated by the Jet Airways from Kolkata to Mumbai, with connecting flight to New Delhi, departing at 20.40 hours from Kolkata. The complainant spent an amount of Rs. 80,885/- for five tickets for the said journey. The complainant and her family reached New Delhi by the said flight, but they missed the Volvo bus, which was supposed to carry them to Chandigarh. It is stated that the complainant and her family were scheduled to reach New Delhi at 22.50 hours on 30.06.2024, but due to the cancellation of the flight of the OP Airlines and travelling by another flight, they reached New Delhi at 5 am on 01.07.2024 and consequently, they were late in reaching Chandigarh. It is stated in the consumer complaint that the complainant obtained information about the status of flights, departing from Kolkata on 30.06.2024, from which, it was revealed that 128 flights out of the scheduled 129 flights had departed from Kolkata on that day, and it was the sole flight of the OP Airlines that was cancelled due to reasons best known to them. The complainant alleged that the OPs did not refund the fare charged from them for the cancelled flight, neither they provided another alternative flight.

(Source: National Consumer Disputes Redressal Commission)

With reference to the above article, **analyze** a recovery strategy wherein you

- Develop three recovery initiatives that you will take towards 'fixing the customer'? Explain each initiative briefly
(3*2=6 marks)
- Develop three recovery initiatives that you will take towards 'fixing the problem'? Explain each initiative briefly
(3*2=6 marks)

Q2. Due to the intangibility of services, customers often have trouble evaluating the quality of service objectively. As a result, they rely on the physical evidence that surrounds the service to help them form their evaluations. Imagine your last visit to a bus stand for a bus journey. Briefly **analyze** the elements of physical evidence that you see or interact with, till you reach your destination, in the following manner:

- (a) 2 aspects of facility exterior which are part of the bus stand servicescape (2 marks)
- (b) 3 aspects of facility interior which are part of the bus stand servicescape (3 marks)
- (c) 2 'other tangible' aspects (2 marks)
- (d) Propose a suggestion on two facility interior and two 'other tangible' aspects to make them more effective. (2+2 marks)

Q3 Imagine you manage a ski beach resort in Gulmarg

- (a) **Analyze** the underlying pattern of demand fluctuation likely to occur at your resort, across a year. (3 marks)
- (b) Briefly explain 2 challenges it would present to you, in business terms (2+2 marks)
- (c) **Examine** with examples, two demand-oriented measures that you would take to manage the high ups and downs in the demand. (2+2 marks marks)

Q4. Imagine you need to file your income tax return and hence you are looking for a good CA. **Examine** and explain the following

- a) One search-based attribute (3 marks)
- b) One experience-based attribute (3 marks)

In your answers, you also need to explain why the attribute can be classified as search or experience based

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