

**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**

The incident dates back to Nov 19, 2022. The complainant, Upendra Singh, had booked an Uber cab at 3.15am to go to Indira Gandhi International airport. However, the driver never arrived and there was no proper response from the company despite numerous calls. Singh then cancelled Uber and took a local taxi, reaching the airport at 5.15am. The delay caused him and his wife to miss their Delhi-Indore flight. The disruption meant that they could spend less than 12 hours with their family in Indore, as return tickets to Delhi were pre-booked.

Thereafter, Singh made several attempts to take up the issue with Uber. When there was no response to a legal notice dated Nov 23, 2021, he filed a consumer complaint with Delhi District Commission. (Source: <https://retail.economictimes.indiatimes.com/news/>)

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 railway station for a train journey. Briefly **analyze** the elements of physical evidence that you see or interact with, till you reach your destination, in the following manner:

- 2 aspects of facility exterior which are part of the railway station servicescape (2 marks)
- 3 aspects of facility interior which are part of the railway station servicescape (3 marks)
- 2 'other tangible' aspects (2 marks)
- 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 beach resort in Goa

- (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 have a sore throat and need to take an appointment with an ENT specialist. **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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