

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

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. Imagine you have a few guests and you are evaluating a restaurant to have dinner. Briefly **examine** and explain the following

- Three search-based attributes (**3*2=6 marks**)
- Two experience-based attributes (**2*2=4 marks**)
- One credence-based attribute (**2 marks**)

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

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 an airport for an air journey. Briefly **analyze** the elements of physical evidence that you see or interact with, till you reach your destination, in the following manner:

- 1 aspect of facility exterior which are part of the airport's servicescape (**2 marks**)
- 1 aspect of facility exterior which are part of the airline's servicescape (**2 marks**)
- 2 aspects of facility interior which are part of the airport's servicescape (**2+2 marks**)
- 2 aspects of facility interior which are part of the airline's servicescape (**2+2 marks**)
- 2 'other tangible' aspects which are part of the airline's servicescape (**2+2 marks**)
- Propose a suggestion on two aspects of facility interior and two 'other tangible' aspects which are part of the airline's servicescape, to make them more effective. (**2+2 marks**)

Q3 Imagine you own a hospital in Delhi

- Analyze** the underlying pattern of demand fluctuation likely to occur at your hospital, along with the reasons, across a year. (**4 marks**)
- Briefly explain 2 challenges it would present to you, in business terms (**2+2 marks**)

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