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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (SM)**

**THIRD TRIMESTER (Batch 2024-26)**

**END TERM EXAMINATION, April 2025**

**REAPPEAR EXAM**

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

INSTRUCTIONS:

1. Please answer all questions and all sub parts.
2. Please write in point form where ever possible
3. Please do not leave any unnecessary spacing within the text of your answers

**Q1.** Imagine you have a few guests and you areevaluating a restaurant to have dinner. Briefly **examine** and explain the following

a) Three search-based attributes **(3\*2=6 marks**)

b) Two experience-based attributes(**2\*2=4 marks**)

c) 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. 1 aspect of facility exterior which are part of the airport’s servicescape **(2 marks)**
2. 1 aspect of facility exterior which are part of the airline’s servicescape **(2 marks)**
3. 2 aspects of facility interior which are part of the airport’s servicescape **(2+2 marks)**
4. 2 aspects of facility interior which are part of the airline’s servicescape **(2+2 marks)**
5. 2 ‘other tangible’ aspects which are part of the airline’s servicescape **(2+2 marks)**
6. 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

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

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