



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

WINTER-2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2024
Name of Course:Services Marketing	Course Code:2410613A
Max. Marks:60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Question 1 & 2 are compulsory and solve a or b and c or d for question 3,4 and 5

Marks CO

Question No. 1

- 1a) A bank launches a new Credit Card with hidden charges. Apply any six ethical principles of services to suggest corrective actions? (6) CO1

Question No. 2

- 2a) A new online food delivery app struggles with trust issues. Illustrate strategies to build positive customer perception? (6) CO2

Question No. 3

- 3a) A popular theme park experiences high visitor inflow during weekends and holidays but low attendance on weekdays. Apply the strategies to suggest practical measures the park can implement to balance customer flow and optimize resource utilization ? (8) CO3

OR

- 3b) .A library is losing members due to poor ambience. Explain physical evidence strategies to redesign the facilities? (8) CO3

- 3c) A online food delivery service is entering a metropolitan market. Apply the concept of services market segmentation to suggest how the company can segment its target customers. Illustrate with any four segmentation bases.? (8) CO3

OR

- 3d) A newly launched stationery shop wants to increase consumer conversions. Demonstrate how TOFU, MOFU, BOFU can be applied to improve the customer journey? (8) CO3

Question No. 4

- 4a) A Four wheeler showroom is going through inconsistent customer experience. Apply the ServQual model to identify any four elements that should be prioritized to improve customer experience. Suggest practical measures for each.? (8) CO4

OR

- 4b) Evaluate the major challenges faced in implementing service innovations in the banking sector services like Mobile banking apps, E- banking services poses the greatest risk to successful innovation. Justify your answer with examples.? (8) CO4
- 4c) A retail store receives negative online reviews about rude staff. Apply service recovery principles to restore customer trust and loyalty.? (8) CO4

OR

- 4d) d)A fine-dining restaurant is struggling with inconsistent customerexperiences. Illustrate the Servuction model to improve service quality? (8) CO4

Question No. 5

- 5a) Design a customer engagement plan for Indian consumer electronics retail chain CROMA that encourages active customer participation while supporting employees in delivering consistent service? (8) CO5

OR

- 5b) Create a plan for an online education platform that integrates employee facilitation and customer (student) role in achieving better learning outcomes? (8) CO5
- 5c) Evaluate the importance of ethical practices in maintaining customer trust in E-bike post sale services? (8) CO5

OR

- 5d) Develop a customer grievance redressal system for an airline that integrates ethical principles of transparency and accountability? (8) CO5

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