



**K. K. Wagh Institute of Engineering Education and Research,
Nashik**

(An Autonomous Institute from A. Y. 2022-23)

**Model Answer
End-Sem Examination-I, Winter 2025**

Academic Year: 2025-2026	Semester: III
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2024
Name of Course: Services Marketing	Course Code:2410613A

Q. No.	Details	Max. Marks
Q.1	<p>A bank launches a new Credit Card with hidden charges. Apply any six ethical principles of services to suggest corrective actions.</p> <p>Answer</p> <p>1. Transparency</p> <ul style="list-style-type: none">• Principle: Customers must be fully informed about terms, fees, and conditions.• Corrective Action:<ul style="list-style-type: none">○ Publish a clear fee structure (annual fees, late payment charges, foreign transaction fees).○ Provide a “Key Facts Statement” in simple language at the time of application. <p>2. Honesty</p> <ul style="list-style-type: none">• Principle: Avoid misleading claims or concealing information.• Corrective Action:<ul style="list-style-type: none">○ Remove hidden charges and disclose all costs upfront in advertisements and contracts.○ Train sales staff to explain charges truthfully rather than focusing only on benefits. <p>3. Fairness</p> <ul style="list-style-type: none">• Principle: Ensure customers are treated equitably without exploitation.• Corrective Action:<ul style="list-style-type: none">○ Offer fair refund or waiver policies if customers were misled initially.○ Introduce standardized charges across customer segments to avoid discrimination. <p>4. Accountability</p> <ul style="list-style-type: none">• Principle: The bank must take responsibility for its actions and errors.	[6]



	<ul style="list-style-type: none"> • Corrective Action: <ul style="list-style-type: none"> ○ Issue public clarification and apology for hidden charges. ○ Set up a grievance redressal mechanism to handle complaints quickly. <p>5. Respect for Customer Rights</p> <ul style="list-style-type: none"> • Principle: Customers have the right to know, choose, and be heard. • Corrective Action: <ul style="list-style-type: none"> ○ Allow customers to cancel cards without penalty if they feel misled. ○ Provide easy access to customer support channels for clarifications. <p>6. Integrity</p> <ul style="list-style-type: none"> • Principle: Uphold ethical standards consistently in all dealings. • Corrective Action: <ul style="list-style-type: none"> ○ Align marketing, sales, and operations with ethical codes of conduct. ○ Regularly audit credit card practices to ensure compliance with consumer protection laws. 	
<p style="text-align: center;">Q.2</p>	<p>A new online food delivery app struggles with trust issues. Illustrate strategies to build positive customer perception.</p> <p>Answer</p> <p style="text-align: center;">Strategies to Build Customer Trust & Perception</p> <p>1. Transparency in Pricing & Policies</p> <ul style="list-style-type: none"> • Clear Pricing: Display itemized bills with no hidden charges (delivery fee, taxes, packaging). • Refund & Cancellation Policy: Publish easy-to-understand policies for order cancellations, delays, or wrong deliveries. • Practical Example: Swiggy and Zomato show “breakdown of charges” to reassure customers. <p>2. Reliability & Consistency</p> <ul style="list-style-type: none"> • On-Time Delivery: Use GPS tracking and predictive algorithms to ensure punctuality. • Order Accuracy: Partner with restaurants to double-check orders before dispatch. • Practical Example: Domino’s “30-minute delivery guarantee” builds 	[6]



reliability perception.

3. Safety & Hygiene Assurance

- **Restaurant Ratings:** Highlight hygiene ratings and certifications of partner restaurants.
- **Contactless Delivery:** Offer safe delivery options with sealed packaging.
- **Practical Example:** Post-pandemic, apps like Uber Eats promoted “contactless delivery” to reassure customers.

4. Customer Support & Responsiveness

- **24/7 Support:** Provide chatbots and human agents for quick resolution.
- **Feedback Loop:** Allow customers to rate delivery partners and restaurants, and act on complaints.
- **Practical Example:** Amazon’s instant chat support builds confidence in issue resolution.

5. Authentic Reviews & Social Proof

- **Verified Reviews:** Show only genuine customer feedback linked to completed orders.
- **Community Engagement:** Share customer stories and testimonials on social media.
- **Practical Example:** TripAdvisor uses verified reviews to build credibility.

6. Technology Integration

- **Real-Time Tracking:** Let customers track their order and delivery partner live.
- **AI Personalization:** Suggest restaurants based on past orders and preferences.
- **Practical Example:** Lenskart’s AR try-on builds trust by reducing uncertainty—food apps can similarly use visuals of dishes.

7. Ethical Practices

- **Fair Treatment of Delivery Partners:** Highlight initiatives like insurance, fair wages, and training.
- **CSR Initiatives:** Promote eco-friendly packaging or community support programs.
- **Practical Example:** Brands that show social responsibility gain customer goodwill.



<p>Q.3</p>	<p>a) 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 Answer</p> <p>1. Dynamic Pricing & Promotions</p> <ul style="list-style-type: none">• Weekday Discounts: Offer lower ticket prices on weekdays to attract families, students, and corporate groups.• Bundled Packages: Create weekday family packs or student group offers.• Membership Benefits: Reward loyalty members with extra perks if they visit on weekdays. <p>2. Targeted Marketing</p> <ul style="list-style-type: none">• Corporate Tie-ups: Partner with companies for weekday team-building events or retreats.• School & College Collaborations: Offer educational tours, adventure camps, or student discounts during weekdays.• Local Community Outreach: Promote weekday specials to nearby residents who can visit without long travel. <p>3. Exclusive Weekday Experiences</p> <ul style="list-style-type: none">• Special Shows & Events: Host cultural performances, themed parades, or “quiet day” experiences only on weekdays.• Wellness Activities: Introduce yoga mornings, fitness bootcamps, or nature walks during weekdays.• Work-from-Park Options: Provide co-working spaces with Wi-Fi, combining leisure with productivity. <p>4. Resource Optimization</p> <ul style="list-style-type: none">• Staff Scheduling: Adjust staffing levels to match weekday demand, reducing idle resources.• Maintenance & Training: Use low-attendance days for equipment servicing and staff training.• Flexible Operations: Keep essential rides open during very low inflow, while offering alternative attractions. <p>5. Digital Engagement</p> <ul style="list-style-type: none">• Personalized Offers: Use CRM data to send weekday-specific promotions to past visitors.• Gamified Loyalty Apps: Reward weekday visits with digital badges or points.	<p>[16]</p>
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- **Social Media Campaigns:** Highlight weekday perks (shorter queues, peaceful ambience) to shift perceptions.

OR

b) A library is losing members due to poor ambience. Explain physical evidence strategies to redesign the facilities.

Answer

1. Interior Design & Layout

- **Strategy:** Create a welcoming, modern, and functional space.
- **Measures:**
 - Comfortable seating zones (quiet study areas, collaborative spaces).
 - Ergonomic furniture with proper lighting for reading.
 - Clear signage for easy navigation across sections.

2. Lighting & Ambience

- **Strategy:** Use lighting to enhance comfort and mood.
- **Measures:**
 - Natural light through large windows or skylights.
 - Warm, adjustable LED lighting in reading areas.
 - Accent lighting to highlight special collections or displays.

3. Technology Integration

- **Strategy:** Modernize facilities to meet digital expectations.
- **Measures:**
 - Provide computer terminals, e-book kiosks, and charging stations.
 - Offer free high-speed Wi-Fi.
 - Interactive digital boards for announcements and catalog searches.

4. Cleanliness & Maintenance

- **Strategy:** Maintain hygiene and upkeep to reflect professionalism.
- **Measures:**
 - Regular cleaning schedules for floors, shelves, and restrooms.
 - Well-maintained bookshelves and organized collections.
 - Air conditioning and ventilation for comfort.

5. Aesthetic Enhancements

- **Strategy:** Create a visually appealing environment.
- **Measures:**



	<ul style="list-style-type: none">○ Use soothing color schemes (earth tones, pastels).○ Display art, murals, or motivational quotes to inspire readers.○ Green spaces or indoor plants to add freshness. <p>6. Service Touchpoints</p> <ul style="list-style-type: none">• Strategy: Improve customer-facing physical cues.• Measures:<ul style="list-style-type: none">○ Modern reception desk with friendly staff presence.○ Self-service kiosks for book borrowing/returns.○ Comfortable waiting areas with magazines or interactive displays.	
	<p>c) 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 Answer</p> <p>1. Demographic Segmentation</p> <ul style="list-style-type: none">• Basis: Age, income, occupation, family size.• Application:<ul style="list-style-type: none">○ Young professionals → Quick meals, premium restaurants, late-night delivery.○ Students → Affordable combos, fast food, discounts.○ Families → Family packs, healthy meal kits, bulk orders. <p>2. Geographic Segmentation</p> <ul style="list-style-type: none">• Basis: Location, proximity, urban zones.• Application:<ul style="list-style-type: none">○ Focus on high-density urban neighborhoods with strong demand.○ Offer hyperlocal delivery for speed and efficiency.○ Customize menus based on regional food preferences (e.g., South Indian meals in certain zones). <p>3. Psychographic Segmentation</p> <ul style="list-style-type: none">• Basis: Lifestyle, values, attitudes.• Application:<ul style="list-style-type: none">○ Health-conscious customers → Organic, vegan, low-calorie options.○ Busy professionals → Ready-to-eat meals, subscription lunch boxes.○ Eco-conscious consumers → Sustainable packaging, carbon-	



neutral delivery.

4. Behavioral Segmentation

- **Basis:** Usage rate, loyalty, benefits sought, purchase occasions.
- **Application:**
 - **Frequent users** → Loyalty rewards, subscription models.
 - **Occasional buyers** → Festival discounts, weekend offers.
 - **Benefit seekers** → Fast delivery, premium dining, affordability.

OR

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

Answer

1. TOFU (Top of Funnel – Awareness Stage)

Goal: Attract potential customers and make them aware of the shop.

Strategies:

- **Social Media Campaigns:** Share creative posts on Instagram/Facebook showcasing unique stationery items (journals, pens, art supplies).
- **Content Marketing:** Publish blogs or short reels like “*Top 10 stationery essentials for students*” or “*Creative journaling ideas.*”
- **Local Promotions:** Flyers, posters, and collaborations with nearby schools, colleges, and offices.
- **Influencer Tie-ups:** Partner with art/craft influencers to showcase products.

Impact: Builds visibility and draws in a wide audience curious about the shop.

2. MOFU (Middle of Funnel – Consideration Stage)

Goal: Nurture leads by providing information and building trust. **Strategies:**

- **Product Demonstrations:** Host workshops (calligraphy, journaling, sketching) to showcase product use.
- **Email Marketing:** Send curated product lists (e.g., “*Best stationery for exam prep*” or “*Office desk must-haves*”).
- **Customer Reviews:** Highlight testimonials and ratings to reassure quality.



	<ul style="list-style-type: none"> • Discounts for First-Time Buyers: Offer “Buy 2 get 1 free” or student discounts to encourage trial. <p><i>Impact:</i> Helps customers evaluate options and positions the shop as reliable and creative.</p> <p>3. BOFU (Bottom of Funnel – Decision Stage)</p> <p>Goal: Convert leads into paying customers. Strategies:</p> <ul style="list-style-type: none"> • Limited-Time Offers: Flash sales on premium items (luxury pens, planners). • Bundled Packages: Create “Back-to-school kits” or “Office starter packs” at attractive prices. • Loyalty Program: Reward repeat buyers with points redeemable for discounts. • Personalized Assistance: Staff recommendations or online chat support to help customers choose the right products. 	
<p>Q.4</p>	<p>a) 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</p> <p>Ans</p> <p>ServQual Application for Four-Wheeler Showroom</p> <p>1. Reliability (Consistency & Accuracy of Service)</p> <p>Issue: Customers often face inconsistent experiences in promises vs. delivery (e.g., test drive availability, billing errors, delivery delays). Practical Measures:</p> <ul style="list-style-type: none"> • Standardize processes for booking test drives, vehicle delivery, and documentation. • Implement a digital tracking system for customer orders and service requests. • Conduct regular audits to ensure promises (like delivery timelines) are met consistently. <p><i>Impact:</i> Builds trust and reduces frustration from unmet expectations.</p> <p>2. Responsiveness (Promptness & Willingness to Help)</p> <p>Issue: Delayed responses to queries, slow handling of complaints, or long waiting times. Practical Measures:</p>	<p>[16]</p>



- Train staff to respond to customer queries within a set timeframe (e.g., 10 minutes for showroom inquiries).
- Introduce a customer support desk or chatbot for instant query resolution.
- Empower frontline employees to resolve minor issues immediately without managerial delays.

Impact: Enhances customer satisfaction by showing attentiveness and care.

3. Assurance (Trust, Safety & Competence)

Issue: Customers may feel uncertain about financing options, warranties, or technical details. **Practical Measures:**

- Provide continuous training for sales staff on product knowledge, financing, and warranty terms.
- Display certifications, safety standards, and transparent financing documents.
- Ensure secure payment systems and clear communication about guarantees.

Impact: Builds confidence in the showroom's professionalism and credibility.

4. Tangibles (Physical Facilities & Ambience)

Issue: Poor ambience, outdated showroom design, or lack of cleanliness reduces perceived quality. **Practical Measures:**

- Redesign showroom layout with modern interiors, comfortable seating, and clear signage.
- Maintain spotless cleanliness and well-organized vehicle displays.
- Offer amenities like refreshments, Wi-Fi, and waiting lounges to enhance comfort.

Impact: Creates a premium, welcoming environment that reflects the brand's value.

OR

b) 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

Ans

Major Challenges in Implementing Service Innovations in Banking



<p>1. Cybersecurity Threats & Digital Fraud</p> <ul style="list-style-type: none">• Risk: Mobile banking platforms are highly vulnerable to hacking, phishing, and malware attacks.• Example: A study found that 59.6% of mobile banking users cited security concerns as their biggest challenge.• Impact: Even a single breach can damage customer trust and discourage adoption of digital services. <p>2. Regulatory & Compliance Issues</p> <ul style="list-style-type: none">• Risk: Banks must comply with strict regulations on data privacy, KYC (Know Your Customer), and anti-money laundering.• Example: Regulatory frameworks in India are evolving rapidly under the Digital India initiative, creating compliance complexity.• Impact: Regulatory hurdles slow down innovation and increase operational costs. <p>3. Customer Trust & Adoption Barriers</p> <ul style="list-style-type: none">• Risk: Many customers hesitate to adopt mobile banking due to fear of fraud or lack of digital literacy.• Example: Research shows 20% of users consider switching banks due to mobile banking inefficiencies.• Impact: Without building trust, even advanced apps fail to achieve widespread usage. <p>4. Technological Infrastructure & Reliability</p> <ul style="list-style-type: none">• Risk: Banks need robust IT infrastructure to support mobile apps and e-banking platforms.• Example: System outages during peak transaction times frustrate customers and reduce confidence.• Impact: Poor infrastructure leads to service disruptions, harming customer experience. <p>5. Digital Literacy & Inclusivity</p> <ul style="list-style-type: none">• Risk: A segment of customers, especially in semi-urban and rural areas, lack digital literacy.• Example: Studies highlight technical barriers (48.2%) as a major challenge for mobile banking adoption.• Impact: Limits the reach of innovations and excludes potential users.	
<p>c) A retail store receives negative online reviews about rude staff. Apply service recovery principles to restore customer trust and loyalty.</p>	



	<p>Ans</p> <p>1. Acknowledgement & Apology</p> <ul style="list-style-type: none">• Principle: Recognize the problem openly and apologize sincerely.• Measures:<ul style="list-style-type: none">○ Respond to online reviews promptly with a personalized apology.○ Issue a public statement acknowledging the issue and committing to improvement.○ Train staff to apologize empathetically during in-store interactions. <p><i>Impact:</i> Shows accountability and begins to rebuild trust.</p> <p>2. Immediate Corrective Action</p> <ul style="list-style-type: none">• Principle: Take swift steps to resolve customer dissatisfaction.• Measures:<ul style="list-style-type: none">○ Offer affected customers compensation (discounts, vouchers, or free products).○ Provide a dedicated helpline or email for grievance redressal.○ Ensure managers are available to handle escalations on the spot. <p><i>Impact:</i> Demonstrates responsiveness and care for customer concerns.</p> <p>3. Root Cause Analysis</p> <ul style="list-style-type: none">• Principle: Identify why staff behavior was rude and prevent recurrence.• Measures:<ul style="list-style-type: none">○ Conduct internal audits of customer service practices.○ Gather feedback from staff to understand stress points (e.g., understaffing, unclear policies).○ Implement clear service standards and behavioral guidelines. <p><i>Impact:</i> Prevents repeat issues and strengthens service culture.</p> <p>4. Employee Training & Empowerment</p> <ul style="list-style-type: none">• Principle: Equip staff with skills to deliver respectful, empathetic service.• Measures:<ul style="list-style-type: none">○ Conduct workshops on communication, conflict resolution, and emotional intelligence.○ Empower staff to resolve minor complaints without waiting for managerial approval.	
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- Introduce recognition programs for employees who demonstrate excellent customer service.

Impact: Builds a customer-first mindset and improves frontline interactions.

5. Follow-Up & Relationship Building

- **Principle:** Ensure customers feel valued after recovery.
- **Measures:**
 - Personally reach out to dissatisfied customers to thank them for feedback.
 - Invite them back with exclusive offers and ensure improved service experience.
 - Track customer satisfaction scores post-recovery to measure progress.

Impact: Converts dissatisfied customers into loyal advocates.

6. Transparency & Communication

- **Principle:** Keep customers informed about changes made.
- **Measures:**
 - Share updates on social media about staff training and service improvements.
 - Highlight positive customer experiences to balance negative reviews.
 - Encourage satisfied customers to post authentic reviews online.

OR

d) A fine-dining restaurant is struggling with inconsistent customer experiences. Illustrate the Servuction model to improve service quality

Ans

Servuction Model Components & Application

1. Invisible Organization & Systems (Backstage)

- **Role:** Internal processes, policies, and systems that customers don't see but directly affect service quality.
- **Application in Restaurant:**
 - Standardize kitchen operations with SOPs for food preparation and plating.
 - Implement reservation and order management systems to avoid delays.
 - Use staff scheduling software to ensure adequate coverage



	<p style="text-align: center;">during peak hours.</p> <p><i>Impact:</i> Ensures consistency in food quality and service speed.</p> <p>2. Contact Personnel & Service Providers</p> <ul style="list-style-type: none"> • Role: Employees who interact directly with customers (waiters, hosts, chefs visible in open kitchens). • Application in Restaurant: <ul style="list-style-type: none"> ○ Train staff in etiquette, empathy, and fine-dining service protocols. ○ Empower employees to resolve minor complaints immediately (e.g., replacing a dish). ○ Introduce performance incentives linked to customer feedback. <p><i>Impact:</i> Builds reliability and warmth in customer interactions.</p> <p>3. Customer Participation</p> <ul style="list-style-type: none"> • Role: Customers themselves influence the service experience through behavior, expectations, and engagement. • Application in Restaurant: <ul style="list-style-type: none"> ○ Provide clear communication about dress codes, reservation policies, and menu highlights. ○ Encourage feedback through digital surveys or table-side QR codes. ○ Offer personalized experiences (chef’s table, wine pairing suggestions). <p><i>Impact:</i> Aligns customer expectations with the restaurant’s service delivery.</p> <p>4. Physical Evidence (Servicescape)</p> <ul style="list-style-type: none"> • Role: Tangible elements that shape perceptions of service quality. • Application in Restaurant: <ul style="list-style-type: none"> ○ Redesign ambience with elegant décor, soothing lighting, and comfortable seating. ○ Maintain spotless cleanliness in dining areas and restrooms. ○ Use premium tableware, menus, and uniforms to reinforce fine-dining positioning. <p><i>Impact:</i> Creates a luxurious, consistent environment that matches customer expectations.</p>	
Q.5	a) Design a customer engagement plan for Indian consumer electronics retail chain CROMA that encourages active customer participation while supporting	[16]



<p>employees in delivering consistent service.</p> <p>Ans</p> <p>Customer Engagement Plan for CROMA</p> <p>1. Pre-Purchase Engagement</p> <p>Goal: Attract and involve customers before they enter the store. Strategies:</p> <ul style="list-style-type: none">• Digital Community Building:<ul style="list-style-type: none">○ Launch a CROMA app with forums where customers share product reviews, DIY tips, and usage experiences.○ Run interactive polls (e.g., “Which gadget do you want next?”).• Personalized Marketing:<ul style="list-style-type: none">○ Use CRM data to send personalized offers based on browsing and purchase history.• Employee Support:<ul style="list-style-type: none">○ Train staff to interpret CRM insights so they can greet customers with tailored recommendations. <p><i>Impact:</i> Customers feel valued and employees deliver personalized service consistently.</p> <p>2. In-Store Engagement</p> <p>Goal: Create immersive experiences that encourage participation. Strategies:</p> <ul style="list-style-type: none">• Experience Zones:<ul style="list-style-type: none">○ Set up demo areas where customers can try gadgets (VR headsets, smart home devices).○ Host “Tech Discovery Days” with live demos by employees.• Interactive Kiosks:<ul style="list-style-type: none">○ Allow customers to compare specs, watch tutorials, and check stock availability.• Employee Support:<ul style="list-style-type: none">○ Provide training in product demonstrations and customer interaction etiquette.○ Empower employees to resolve queries instantly using handheld devices connected to inventory systems. <p><i>Impact:</i> Customers actively engage with products, while employees deliver consistent, informed guidance.</p> <p>3. Post-Purchase Engagement</p>	
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<p>Goal: Strengthen loyalty and encourage repeat visits. Strategies:</p> <ul style="list-style-type: none">• Gamified Loyalty Program:<ul style="list-style-type: none">○ Reward points for purchases, reviews, and referrals.○ Offer exclusive previews of new launches to loyal customers.• Feedback Channels:<ul style="list-style-type: none">○ Encourage customers to share experiences via app reviews or quick surveys.• Employee Support:<ul style="list-style-type: none">○ Train staff to follow up with customers (installation support, warranty guidance).○ Recognize employees who achieve high customer satisfaction scores. <p><i>Impact:</i> Customers feel heard and rewarded, employees stay motivated to deliver consistent after-sales service.</p> <p>4. Community & Co-Creation</p> <p>Goal: Position CROMA as a customer-driven brand. Strategies:</p> <ul style="list-style-type: none">• Customer Advisory Panels: Invite loyal customers to suggest new services or product categories.• Workshops & Events: Host DIY repair sessions, gadget care workshops, or coding bootcamps for kids.• Employee Support:<ul style="list-style-type: none">○ Involve employees as facilitators in workshops, enhancing their expertise and customer rapport.○ Provide incentives for employees who contribute to community-building initiatives. <p>OR</p> <p>b) Create a plan for an online education platform that integrates employee facilitation and customer (student) role in achieving better learning outcomes</p> <p>Ans</p> <p>Online Education Platform Plan</p> <p>1. Employee Facilitation (Faculty & Support Staff Role)</p> <p>Goal: Ensure consistent, high-quality teaching and support. Strategies:</p> <ul style="list-style-type: none">• Instructor Training & Development<ul style="list-style-type: none">○ Provide continuous training in digital pedagogy, interactive tools, and student engagement methods.○ Encourage faculty to use multimedia (videos, simulations, gamification) for better comprehension.• Mentorship & Guidance	
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	<ul style="list-style-type: none">○ Assign mentors to small student groups for personalized support.○ Offer regular office hours (virtual Q&A sessions) to resolve doubts.● Support Staff Integration<ul style="list-style-type: none">○ Technical staff ensure smooth platform functioning (no glitches during live classes).○ Academic counselors guide students on course selection and career pathways.● Feedback Mechanisms<ul style="list-style-type: none">○ Collect student feedback after each module and train employees to adapt teaching styles accordingly. <p><i>Impact:</i> Employees act as facilitators, ensuring smooth delivery and personalized guidance.</p> <p>2. Customer (Student) Role</p> <p>Goal: Encourage active participation and ownership of learning. Strategies:</p> <ul style="list-style-type: none">● Active Participation<ul style="list-style-type: none">○ Engage in discussions, group projects, and peer reviews.○ Use gamified learning (badges, leaderboards) to motivate consistent participation.● Self-Directed Learning<ul style="list-style-type: none">○ Access recorded lectures, e-libraries, and practice quizzes for independent study.○ Use goal-setting tools to track personal progress.● Feedback Contribution<ul style="list-style-type: none">○ Share feedback on course content, teaching methods, and platform usability.○ Peer-to-peer evaluations to enhance collaborative learning.● Community Building<ul style="list-style-type: none">○ Participate in student forums, clubs, and social learning spaces.○ Share knowledge through blogs, podcasts, or student-led webinars. <p><i>Impact:</i> Students become co-creators of learning outcomes, not passive recipients.</p> <p>3. Integrated Strategies for Better Outcomes</p> <p>Goal: Align employee facilitation and student participation. Strategies:</p> <ul style="list-style-type: none">● Blended Learning Approach<ul style="list-style-type: none">○ Combine synchronous (live classes) and asynchronous (recorded modules) learning for flexibility.	
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	<ul style="list-style-type: none">• Personalized Learning Paths<ul style="list-style-type: none">○ Use AI-driven analytics to recommend courses, assignments, and resources based on student performance.• Collaborative Projects<ul style="list-style-type: none">○ Facilitate joint projects where faculty guide and students co-create solutions.• Continuous Assessment<ul style="list-style-type: none">○ Replace one-time exams with ongoing assessments (quizzes, assignments, peer reviews).• Recognition & Rewards<ul style="list-style-type: none">○ Certificates, digital badges, and scholarships for high-performing students.○ Employee recognition for innovative teaching methods.	
	<p>c) Evaluate the importance of ethical practices in maintaining customer trust in E-bike post sale services Answer</p> <p>Importance of Ethical Practices in E-bike Post-Sale Services</p> <p>1. Transparency in Service & Billing</p> <ul style="list-style-type: none">• Why it matters: Customers expect clarity in repair costs, warranty coverage, and service timelines.• Ethical Practice: Provide itemized bills, upfront communication about charges, and clear warranty terms.• Impact: Builds trust and reduces suspicion of hidden costs. <p>2. Honesty in Diagnosis & Repairs</p> <ul style="list-style-type: none">• Why it matters: Misleading customers about issues to increase revenue damages credibility.• Ethical Practice: Only recommend genuine repairs and replacements.• Impact: Customers feel respected and are more likely to return for future services. <p>3. Use of Genuine Spare Parts</p> <ul style="list-style-type: none">• Why it matters: E-bikes depend on battery safety and reliable components. Counterfeit parts can cause accidents.• Ethical Practice: Ensure OEM-certified parts are used in servicing.• Impact: Reinforces customer confidence in safety and performance.	



4. Fair Warranty & Guarantee Handling

- **Why it matters:** Customers rely on warranties for protection against defects.
- **Ethical Practice:** Honor warranty claims promptly without unnecessary delays or excuses.
- **Impact:** Demonstrates accountability and strengthens brand reputation.

5. Respectful Customer Interaction

- **Why it matters:** Post-sale service is often emotional—customers may be frustrated with breakdowns.
- **Ethical Practice:** Train staff to communicate empathetically and explain technical issues in simple terms.
- **Impact:** Enhances satisfaction and emotional trust in the brand.

6. Data Privacy & Digital Ethics

- **Why it matters:** Modern E-bikes collect usage data (battery health, GPS tracking). Misuse of this data can harm trust.
- **Ethical Practice:** Protect customer data and use it only for service improvement.

Impact: Builds digital trust and positions the brand as responsible

OR

d) Develop a customer grievance redressal system for an airline that integrates ethical principles of transparency and accountability.

Ans

Framework for Airline Grievance Redressal

1. Transparent Complaint Channels

- **Measures:**
 - Multiple accessible channels: website portal, mobile app, toll-free helpline, airport kiosks.
 - Clear instructions on how to lodge complaints (step-by-step guides).
 - Acknowledgement receipt with complaint ID for tracking.

Ethical Value: Customers know exactly how to raise issues and can track progress openly.

2. Accountability in Response Timelines



<ul style="list-style-type: none">• Measures:<ul style="list-style-type: none">○ Define service-level agreements (SLAs): e.g., acknowledgement within 24 hours, resolution within 7 days.○ Display timelines publicly on the airline's website and app.○ Escalation matrix (customer → supervisor → grievance officer → ombudsman). <p><i>Ethical Value:</i> Airline takes responsibility for timely resolution, reducing customer frustration.</p> <p>3. Transparent Communication</p> <ul style="list-style-type: none">• Measures:<ul style="list-style-type: none">○ Provide real-time status updates via SMS/email/app notifications.○ Share clear explanations of decisions (e.g., refund eligibility, baggage compensation).○ Avoid jargon—use customer-friendly language. <p><i>Ethical Value:</i> Customers feel informed and respected, not misled.</p> <p>4. Accountability Through Independent Oversight</p> <ul style="list-style-type: none">• Measures:<ul style="list-style-type: none">○ Establish an internal grievance committee with independent auditors.○ Publish quarterly reports on complaint categories, resolution rates, and corrective actions.○ Allow regulatory bodies (e.g., DGCA in India) to audit grievance records. <p><i>Ethical Value:</i> Ensures impartiality and builds credibility.</p> <p>5. Employee Empowerment & Training</p> <ul style="list-style-type: none">• Measures:<ul style="list-style-type: none">○ Train frontline staff in empathy, conflict resolution, and ethical communication.○ Empower employees to resolve minor grievances instantly (e.g., meal vouchers for delays).○ Recognize staff who demonstrate ethical handling of complaints. <p><i>Ethical Value:</i> Employees act responsibly and consistently, reinforcing accountability.</p> <p>6. Customer Feedback & Continuous Improvement</p>	
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	<ul style="list-style-type: none">• Measures:<ul style="list-style-type: none">○ Post-resolution surveys to gauge satisfaction.○ Use analytics to identify recurring issues (e.g., baggage delays, flight cancellations).○ Implement corrective measures and communicate improvements publicly.	
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