



VIT Business School - CONTINUOUS ASSESSMENT TEST - I
WINTER SEMESTER 2025-2026

Programme Name & Branch : B. Tech. in CSE and Business Systems
Course Code and Course Name : MGT3016 Services Science and Service Operational Mgt
Faculty Name(s) : Dr.D.Ganesan
Class Number(s) : VL2025260504150
Date of Examination : 31st Jan 2026 Saturday AN
Exam Duration : 90 minutes
Maximum Marks: 50

General instruction(s):

- Answer All Questions
- M - Max mark; CO - Course Outcome; BL - Blooms Taxonomy Level (1 - Remember, 2 - Understand, 3 - Apply, 4 - Analyse, 5 - Evaluate, 6 - Create)
- **Course Outcomes**

CO1: To understand concepts about Services and distinguish it from Goods

CO2: To identify characteristics and nature of Services

CO3: Comprehend ways to design Services and evaluate them using Service qualities

CO4: To be able to understand various methods to be used to operate & manage service businesses

CO5: To understand how innovation can be approached from Services point of view

Q. No	Question	M	CO	BL
1.	Urban Company (formerly UrbanClap) connects customers with individual service professionals like beauticians and plumbers. Unlike a company selling standardized soaps or pipes, Urban Company faces the challenge of "Heterogeneity". Explain how the characteristic of Heterogeneity poses a specific risk to Urban Company's brand reputation in India. How can their training academy attempt to mitigate this service characteristic?	10	1	2
2.	Taj Hotels Resorts and Palaces is a premium luxury hospitality brand in India. Focusing on the "Physical Evidence" and "People" components of the 8 Ps, explain how Taj Hotels differentiates itself from budget hotel room aggregators like OYO Rooms in the minds of the Indian consumer.	10	3	3
3.	Apollo Hospitals performs heart surgeries, while Delhivery transports e-commerce parcels. Compare and contrast these 2 categories of services in India. Why is the "Place" (location) strategy critical for Apollo Hospitals but less critical for a Delhivery sorting centre?	10	2	3
4.	An Indian family planning a summer vacation to Europe via MakeMyTrip. Analyze the "Information Search" and "Evaluation of Alternatives" stages for this family. How do "User Generated Content" (reviews/vlogs) and "Perceived Risk" influence their final decision compared to buying a product like a refrigerator?	10	4	4
5.	Zomato is launching "Zomato Legends" (intercity food delivery). In the "Service Design and Testing" phase of the development cycle, why was it crucial for Zomato to pilot this service in select metros (like Gurgaon/Delhi) before a Pan-India rollout? Focus on the logistics and packaging challenges unique to India.	10	5	5