Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means.** All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered	3*10	30
	Or	Or	
	Maximum 6 questions with internal choices and CILO covered (as an example)	6*5	
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

Section A

Q1. List five services for which you have no reference price. Now put yourself in the role of the service providers for two of those services and develop pricing strategies. Be sure to include in your description which of the value definitions you believe customers will possess and what types of strategies would be appropriate, given those definitions. (3+2x3.5 marks, CILO 1)

OR

How can an effective physical evidence strategy help close provider gap 2? Explain with two unique examples (5+2x2.5 marks, CILO 1)

Q2. Choose one of the peripheral services (computer, library, placement) provided by your college. What hard standards would be useful to track to meet student expectations? What soft standards would be appropriate? What one time fixes would improve service? (2x4+2 marks, CILO 2)

OR

In the services marketing project done by you explain the gap model through a diagram. Use SERVQUAL model to explain its relevance to your project. (2x5 marks, CILO 2)

Q3. Service firms need to have a strong recovery strategy. Why? Think of a time when you received less than desired service from a particular service organization. Was any effort made to recover? What did the firm do to "Fix the customer"? What was done to "fix the problem"? What should/ could have been done differently? Do you still buy service from the organization? Why or why not? Did you tell others about your experience? (1.5x6+1 marks, CILO 2)

OR

Total acquisition cost: Rs 150000, New customers acquired: 400, Average customer revenue in 1st year = Rs 400, The average customer revenue in subsequent years increases by Rs 400 every year, Average customer cost is 60% of the average revenue every year, discount rate is 10%.

Year >	0	1	2	3	4	5
Customer retention rate(%)		100%	70%	75%	80%	85%

Year >	0	1	2	3	4	5
Total acquisition cost(Rs)						
New customers acquired						
Average acquisition cost						
Average customer revenue(Rs)						
Average customer cost(Rs)						
Customer retention rate (%)						
Cumulative retention rate						
Likely customer profit						
Discount rate						
CLV per year						
Cumulative CLV						

Fill up the shaded portion of the table above. The breakeven of cumulative CLV occurs in which year? In the above question if new customers acquired changes to 100, what is the change in the year of the cumulative CLV? (8+2 marks, CILO 2)

Section B

Q1. How Mumbai University use technology did based evaluation to provide better services to all its stakeholders? (10 marks, CILO 3)

Q2. Comment on the effect of the future use of technology on all the stake holders. How are they (stakeholders) going to be affected? (2x5 marks, CILO3)

DIGITAL
EVALUATION
ON-SCREEN
MARKING (OSM)

University of Mumbai

about

THE UNIVERSITY OF MUMBAI

The University of Mumbai, informally known as Mumbai University (MU) is one of the earliest state universities in India and the oldest in Maharashtra. It offers Bachelors, Masters and Doctoral courses, as well as diplomas and certificates in many disciplines like the Arts, Commerce, Science, Medical and Engineering. With 711 affiliated colleges, the University of Mumbai is one of the largest universities in the world.

The university wanted to manage their extensive examination related activities in a scientific and secure manner in order to bring in transparency, ease of operations and value to all stakeholders. To achieve these goals they decided to implement On Screen Marking (OSM) of answer books.

Objective

Scan 16 Lakh answer scripts, enable 150 marking centres, train 11,000 teachers, share score within 45 days of the last exam, cover 3600 subjects (390 courses) in each exam cycle.

Challenges faced

- Understanding the nuances and intricacies of the examination process as the University of Mumbai offers a broader variety of courses than most universities.

- Adopting a new, technology-enabled system of evaluation as opposed to manual evaluation.

- Enablement of about 150 marking/evaluation centres in a short span of time.
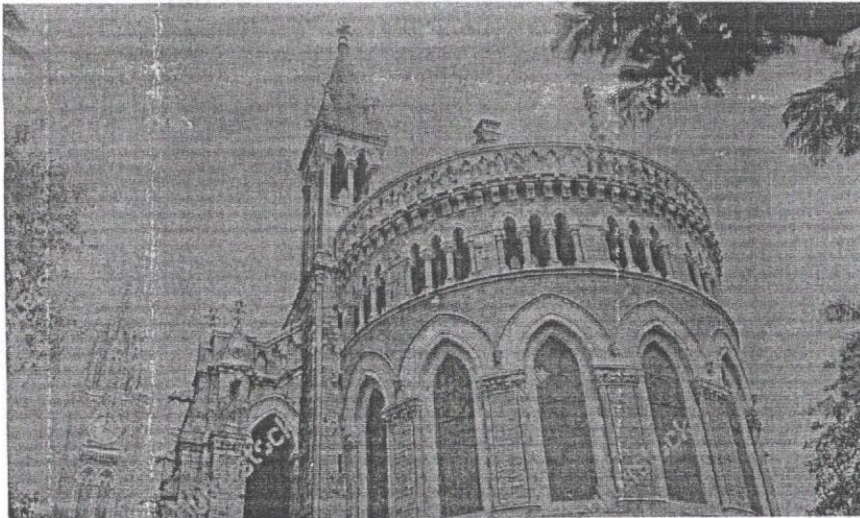
The MeritTrac Approach

- Created a database to capture data on an incremental basis to counter the absence of hygienic master data from the university

- Built online dash boards to generate the MIS report and other important reports from the database at a click of a button.

- Integrated the Tracmarks system (controlling application databa with the RM system (the core system of online evaluation of ans script).
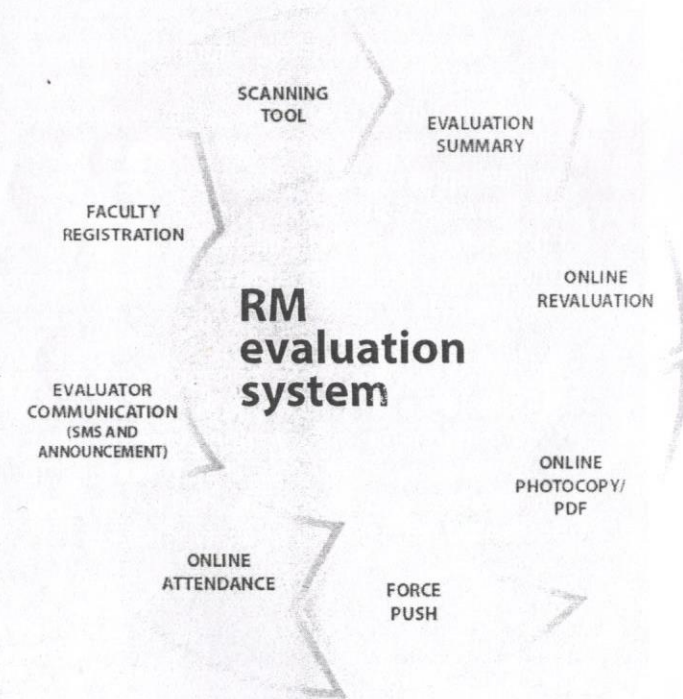
Key Solutions

- **Scanning tool:** This tool captures the movement of an answer script from receipt till it is returned to the university.

- **Online Revaluation:** With the online revaluation system the university can directly process the revaluation request received from candidates along with online revaluation score.

- **Online PDF/photocopy tool:** The online PDF tool enables the sharing of answer books through email (PDF soft copy).

- **Online attendance module:** This eliminates the need for physical verification of online attendance and integrates absent candidates' information with the university database.

- **Marker Enablement (FR PORTAL):** Created a faculty registration data base where teachers can update their bank details (which are needed to remunerate them for evaluation) and indicate their subjects.

- **Marker / Evaluator Communication:** Set up a helpdesk team to assist evaluators with training or challenges faced during evaluation. Also sent daily SMS notifications about the scripts that are pending evaluation and created an announcement system for keeping teacher up to date with changes and developments.

- **Security:** Captured IP and Mac Registration and implemented an additional security layer through One Time Passwords (OTPs) to ensure that only teachers authorised by the system can evaluate papers.

- **Training Video:** Created evaluation training videos in English and the local language (Marathi) for quickly training teachers across the geography.

Plan going forward

- Bio Metric: This will enable teachers to do evaluations from home and save on travelling time.

- Mobile application: This will help teachers to get live updates on pending answer scripts and flash announcements to keep them up to date with relevant changes.

- Online revaluation and photocopy: These will be integrated with the payment gateway where candidates can directly make the payment for revaluation and photocopy of answer scripts (instead of applying through physical forms).

Project Highlights

- Excellent teamwork with focus on quality and speed of delivering on time.

- New IT initiatives for every exam.

- Captured best practices/learnings on implementation.

- Created a uniform template for capturing the information used by various departments and standardized the same.

Sr	Drive	Scripts Evaluated	Scripts Moderated	Scripts Revaluated	No of Teachers
1	FH-2017	1766300	763258	75711	16393
2	SH-2017	1514006	184474	76086	13326
3	FH-2018	1664138	173140	76849	14485
4	SH-2018 (In Progress)	1217600	251762	11756	15552

Benefits to University of Mumba

Through On Screen Marking (OSM) the University of Mumbai

- Successfully curbed the issues related to secure transportation of ans sheets

- Ensured end-to-end security of answer scripts

- Achieved quick revaluation turnaround times

- Provided photocopies of answer sheets to students online

- Released scores confidentially

- Generated MIS reports with the click of a button.