

**Group Assignment 1**  
**Survey and Analysis based on the KANO & SERVQUAL Model**  
**(SOM 727)**

**PART A (10 Marks)**

**Each group (maximum of 5 members) can identify a ‘product ‘or a ‘service ‘or combination of product and service (as per their choice) to identify VOC (Need of Customers) and do the **KANO survey** analysis.** Providing a possible list of product/service needs which may be considered for such a VOC study:

1. Hotel/Hostel Room
2. Patient needs in hospital.
3. Coffee at a local shop
4. Skies
5. Banking Service
6. Lens Camera
7. Beer Mug

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**However, the group may choose any other product/service.**

In case a group selects Hotel Room as a product, VOC may be based on the following characteristics:

- (i) Price Discount
- (ii) Check-in time
- (iii) Location of the Hotel
- (iv) Comfort in Room
- (v) Breakfast
- (vi) Amenities in the room

In case it is Beer Mug, the characteristics may be:

- (i) Not easily breaking
- (ii) Easy to carry while walking (possible to put strips)
- (iii) Not heavy
- (iv) Keep the beer cold
- (v) Easy to hold in the hands
- (vi) Do not drop beer while drinking (easy to drink)
- (vii) Do not drop beer while walking

It is recommended **not to copy** analysis from the internet or textbook sources. Groups must debate and discuss, run short customer surveys, and focus group discussions before confirming the characteristics to be included as VOC of the product or service identified for Kano analysis. Information from Journal Articles on previous surveys/studies on such product/service characteristics will be appreciated.

**Based on VOC, use positive (functional) and negative (Dysfunctional) survey questionnaire approaches suggested by KANO for each VOC characteristic.** Samples must be representative of the target population of interest (homogeneous). Surveys may be carried out online or offline survey mode. **An adequate sample size is to be selected. Preferably  $n \geq 50$ .** Randomization of questionnaires to collect responses is suggested to eliminate any biased perception of the subject (customer).

The group should keep a record of the raw **data** (actual date, email of respondent, online survey form) collected from the target population.

**Questions :**

- a) Analyze the Kano-based survey questionnaires' data to confirm the type of characteristics (Must-be, attractive, one-dimensional, reverse, or different). [5]
- b) Provide an overall summary and recommendation from the study. [5]

**PART B (10 Marks)**

Groups must also analyze survey responses using the **SERVQUAL** model (Service Quality Model & GAPs, proposed by Parasuraman et al. 1985, 1988) to evaluate GAP 5 and the Service Quality of an identified 'Product/Service'

Please read and refer to the work by Parasuraman et al. (1985, 1988), provided in the Introduction to OM, to select Dimensions and items. You may add new dimensions (or items) as needed for the identified service.

An adequate sample size is to be selected, preferably  $n \geq 50$ , that have experienced the service process chosen. Randomization of questionnaires to collect responses is suggested to eliminate any biased perception of the subject (customer).

**Questions :**

- a) Analyze the SERVQUAL survey questionnaires' data to confirm the pain areas for the selected service process. [5]
- b) Provide an overall summary and recommendation from the study. [5]

2025

**Each group's overall assignment report must be submitted in hard copy (PDF) on date of PPT presentation : 31<sup>st</sup> October 2025 (Friday during class hour).**

Please write your group members' names and EMBA registration numbers in the soft copy report submission.

Your name and registration number must appear in your group submission report.

Best Regards

**Prof Mukherjee**