

[4]

Long wait times, indifferent staff, and lack of attention to detail tarnished the brand's image. The staff lacked training in customer interaction and problem-solving, leading to negative experiences for diners. The food, while decent, lacked the "wow" factor. The menu lacked variety, and the taste profiles were not distinctive enough to attract repeat customers. The quality of ingredients was inconsistent, and the presentation of dishes was unappealing. Ineffective marketing strategies further compounded the problem. Sanju had to grapple with the challenge of attracting and retaining customers in a competitive market.

Vomkesh, on the other hand, faced a different set of challenges despite the initial success of "Swadish." The surge in demand led to excessive wait times, frustrating customers and diminishing the overall dining experience. The restaurant's infrastructure was not equipped to handle the increased footfall, leading to bottlenecks in the kitchen and service areas. The cramped seating arrangements and noisy environment created a chaotic atmosphere, negatively impacting the dining experience. The lack of proper ventilation and air conditioning further exacerbated the problem, especially during peak hours. As the business expanded, maintaining consistent food quality became difficult. Variations in taste and presentation led to customer complaints. The kitchen staff struggled to maintain the same level of quality as the initial days, leading to a decline in customer satisfaction.

Adding to all these, international fast-food chains entered the market, offering standardized products and aggressive marketing campaigns. Competing with these established brands never allowed both to sleep peacefully.

- (a) What marketing strategies and distribution channels should Sanju and Vomkesh utilize to manage the responses without compromising the dining experience in their respective food points? **5** 4,5 1,3, 5,12 1,2, 4,5
- (b) How can Sanju and Vomkesh improve customer service to foster loyalty and positive word-of-mouth? **5** 4,5 1,3, 5,12 1,2, 4,5

\*\*\*\*\*

Total No. of Questions: 7

Total No. of Printed Pages:4



Enrollment No.....  
Faculty of Management Studies

End Sem Examination Dec 2024

MS5EM09 Service Marketing

Programme: MBA

Branch/Specialisation: Management /  
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1 i.	What is the growth of the service sector primarily attributed to?	<b>1</b>	1	1	1	
	(a) Increased industrialization					
	(b) Rising income levels and changing lifestyles					
	(c) Technological advancements					
	(d) Government policies					
ii.	What is a major challenge in service marketing?	<b>1</b>	1	3	1	
	(a) Standardization of services					
	(b) High production costs					
	(c) Short product life cycles					
	(d) Difficulty in measuring service quality					
iii.	What is the primary challenge in pricing services?	<b>1</b>	1	8	2	
	(a) Determining the cost of service delivery					
	(b) Setting a price that customers perceive as fair					
	(c) Ensuring consistent pricing across different markets					
	(d) All of these					
iv.	What is the key to managing people for service advantage?	<b>1</b>	1	2	2	
	(a) Hiring the right people					
	(b) Training employees effectively					
	(c) Empowering employees					
	(d) All of these					
v.	What is the role of internal marketing in service delivery?	<b>1</b>	1	1	3	
	(a) To promote the service to external customers					
	(b) To motivate and train employees					
	(c) To build strong relationships with suppliers					
	(d) To improve customer satisfaction					

P.T.O.

[2]				
vi.	What is the primary goal of waiting line management?	1	1	9 3
	(a) To maximize customer wait times			
	(b) To modify service capacity			
	(c) To improve customer satisfaction			
	(d) All of these			
vii.	Which model is used to assess the gap between perceived service quality and expected service quality?	1	1	3 4
	(a) SERVQUAL model (b) SERVPERF model			
	(c) Zeithaml model (d) Kano model			
viii.	What is the focus of the SERVPERF model?	1	1	5 4
	(a) Measuring perceived service performance			
	(b) Identifying gaps in service delivery			
	(c) Assessing customer satisfaction			
	(d) All of these			
ix.	What is a key challenge in marketing non-profit organizations?	1	1	5 5
	(a) Limited budgets			
	(b) Measuring the impact of marketing efforts			
	(c) Competing for donor attention			
	(d) All of these			
x.	Which of the following is a key element of marketing financial services?	1	1	1, 3 4, 5
	(a) Building trust and credibility			
	(b) Understanding complex financial products			
	(c) Effective communication			
	(d) All of these			
Q.2	i. Explain the concept of the service economy.	2	2	3 1
	ii. Define services and discuss any two characteristics of services.	2	2	1 1
	iii. Explain major five key challenges in service marketing?	4	2	5 1
OR	iv. Describe a new service that you would like to start in your area. What are the opportunities you think you will be able to encash and why?	4	6	12 1
Q.3	i. Explain the concept of a service life cycle. What are its key stages?	3	2	1 2
	ii. Explain Mary Jo Bitner's servicescapes model. How can businesses use this model to design service environments that enhance the customer experience?	5	4	4, 5 2

[3]				
OR	iii. How can businesses involve customers in the service delivery process? Give three benefits of customer co-creation in detail.	5	3	8 2
Q.4	i. What are the key factors to consider when designing waiting line systems?	3	1	10, 12 3
	ii. Discuss the three types of marketing strategies: internal, external, and interactive. How do these strategies work together to create a seamless customer experience?	5	2	3 3
OR	iii. Develop a service blueprint for "Burgerland", a competitor of McDonalds. Identify potential service failures of McDonalds and develop strategies to mitigate them.	5	6	12 3
Q.5	i. Explain the concept of service quality. Why is it important for businesses to measure and improve service quality?	2	2	9 4
	ii. Discuss the SERVQUAL model and its five dimensions with example.	6	2	9 4
OR	iii. Explain the GAP model of service quality in detail with example for each GAP.	6	3	9 4
Q.6	Attempt any two:			
	i. Discuss the unique challenges and opportunities in marketing financial services.	4	2	5, 9 5
	ii. Explain the importance of customer relationship management (CRM) in service marketing.	4	2	9 5
	iii. Discuss the importance of customer feedback and service recovery in service marketing.	4	2	5, 9 5
Q.7	The Battle of the Bites - In the bustling city of Indore, two aspiring entrepreneurs, Sanju and Vomkesh, embarked on their culinary journeys with distinct visions. Sanju's venture, "SwadTaj," aimed to offer a unique dining experience, while Vomkesh "Swadish" focused on delivering authentic flavours. However, both faced unforeseen challenges that tested their entrepreneurial spirit. Sanju, the founder of "SwadTaj," faced a series of challenges that hindered the growth of his restaurant. Initially, the lack of customer delight and a disconnect with the target audience led to a slow response. Poor customer service further alienated potential customers.			

**Marking Scheme**  
MS5EM09 (T) Service Marketing (T)

Q.1	i)	(b) Rising income levels and changing lifestyles	<b>1</b>
	ii)	(d) Difficulty in measuring service quality	<b>1</b>
	iii)	(d) All of the above	<b>1</b>
	iv)	(d) All of the above	<b>1</b>
	v)	(b) To motivate and train employees	<b>1</b>
	vi)	(c) To improve customer satisfaction	<b>1</b>
	vii)	(a) SERVQUAL model	<b>1</b>
	viii)	(a) Measuring perceived service performance	<b>1</b>
	ix)	(d) All of the above	<b>1</b>
	x)	(d) All of the above	<b>1</b>
Q.2	i.	As per the explanation	<b>2</b>
	ii.	Definition 1 mark, 2 characteristics 0.5 marks each	<b>2</b>
	iii.	5 challenges 0.8 marks each	<b>4</b>
	OR iv.	Service description 1 mark, 2 opportunities 1 mark each, justification 1 mark	<b>4</b>
Q.3	i.	Concept, Key Stages & Marketing Strategies 1 mark each	<b>3</b>
	ii.	Model explanation 2 marks, Model application 3 marks	<b>5</b>
OR	iii.	Involving customer 2 marks. Benefits 3 marks	<b>5</b>
Q.4	i.	3 factors 1 mark each	<b>3</b>
	ii.	Strategies 1 mark each, application 2 marks	<b>5</b>
OR	iii.	Blueprint creation 2 marks, McDonalds failures 2 points – 1mark each	<b>5</b>

Q.5	i.	Concept & Reasoning 1 mark each	<b>2</b>
	ii.	Model description 1 mark, 5 dimensions 0.4 mark each	<b>3</b>
OR	iii.	Concept 1 mark, metrics any two – 1 mark each	<b>3</b>
	iv	3 relationships 1 mark each	<b>3</b>
Q.6	i.	4 challenges & Opportunities each – 0.5 marks each	<b>4</b>
	ii.	As per the explanation	<b>4</b>
	iii.	Feedback 2 marks, service recovery 2 mark	<b>4</b>
Q.7		As per the explanation (2.5 marks each)	<b>10</b>

\*\*\*\*\*