**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2020-22)**

**END TERM** **RE-IMPROVEMENTEXAMINATION, FEB-2022**

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| Course Name | **Services Marketing** | Course Code | **FIN 403** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Instructions:**

* Closed Book Examination.
* All Questions are compulsory.
* No electronic devices allowed.

**Q 1**. Discuss service quality as a competitive advantage for an online travel agent service provider?

**(10 Marks)**

**Q2.** Imagine you are a consultant, and you have been asked to give a seminar to bank employees on how they can use the five dimensions of service to improve customers' perceptions about the quality of the bank's service. What ideas would you give them to better customers' perception of each of the bank's service dimensions? **(10 Marks)**

**Q3.** Rohit used to own a small plastics manufacturing plant, which he recently sold. He has started a new business in which he will market guided biking tours in Ladakh, he knows market segmentation and targeting are keys to his success. What advice can you give him?  **(10 Marks)**

**Q4.** Suresh and Ramesh are going to open a swimming pool service this summer. They will put in pools, repair damaged ones, and provide a pool-cleaning service. Why should they consider designing an implementing an effective service recovery strategy? **(10 Marks)**