**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM IMPROVEMENT EXAMINATION, DEC-2021**

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| Course Name | **Services Marketing** | Course Code | **MKT403** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

Please read all questions carefully.

All the questions are compulsory.

This is a closed book examination. Use of any electronic device or study material is strictly prohibited.

**Q.1** List the four characteristics of service and discuss how each would impact the marketing of a chain of fitness centers that is being started by six former Olympic athletes. **(10 Marks)**

**Q.2** Samantha wants to have her near-sightedness corrected through laser surgery. She has consulted with two physicians that specialize in the field. Both seem to be highly qualified and respected in the medical profession. The first one she saw had a cluttered waiting room with plastic covered furniture, tile flooring, striped paper on the walls and music broadcast from a local soft rock station. The second waiting area was painted a soft, muted green color, had three large aquariums with gorgeous fish swimming in each, comfortable furniture, and soft background music. Given the laser surgeons have equal abilities, which do you think Samantha will use. Why? **(10 Marks)**

**Q.3** In many instances, “other customers” are present in the service environment and can affect the nature of the service outcome or process. List and discuss four ways that “other customers” can adversely affect the service delivery at a steak restaurant. **(5 Marks)**

**Q.4** The owners of a newly opened vacuum repair service have decided merely meeting customer expectations will not be enough. The husband-and-wife team wants to exceed customer expectations. What information do they need to compile before they can even attempt to exceed customer expectations? Explain why this strategy is or is not a reasonable plan. **(5 Marks)**

**Q.5** How should you explain to a friend that there is more perceived risk with the purchase of a wedding reception caterer for your wedding than for the diamond engagement ring? **(10 Marks)**