**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, OCT-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.

**Questions.1 (6 Marks)**

Investigate the roles that Internet of Things [IOT] will play in the area of Self-Service Technologies [SST]?

**Questions.2 (6+5+3= 14 Marks)**

The restaurant business is going through a difficult period right now due to the Corona Virus. You want to enter into the restaurant market business. Develop your service blueprint and formulate what will be the key service offering you will create in the post Covid19 scenario for this business. Please clearly mention what will be your core offering, secondary offering and add on offerings

**Questions.3 (8 Marks)**

A national cleaning service sent several crews to Odisha after the major floods in the Monsoon Season of 2021. The crews were trained to deal with mud, mildew, and all the problems of making a flooded home or building inhabitable again. The print and media ads that the cleaning service ran stated that the company had a patented system, which would remove all unpleasant odors from flooded structures and leave a clean smell. Its sales representatives who contacted owners of apartment complexes and shopping centers promised that the crews could come into an average size of apartment complex and have it looking and smelling like new in two weeks. Several people who rent apartments in the complexes that the service cleaned have commented unfavorably on the sweet smelling air freshener the company used to mask the smell and noted the moldy odor was still perceptible. Also, the time required to clean a complex was more like four weeks instead of the two as promised. Which provider gap does this example describe? Formulate various strategies that can be used to narrow and possibly eliminate this provider gap.

**Questions.4 (5 Marks)**

At Jaipuria Institute of Management Indore, Sunil is active in drama and is president of the drama club. This summer he plans to run a two-week drama camp for the children from neighbouring Indore graduation colleges. He is planning to charge Rs. 200 per person. At the end of the two-week period, he is hoping to have the group present a play he has written. He plans on hiring all club members to assist him. The campers will learn all about the theater by building the set, rehearsing the play, selling tickets, making costumes and doing everything else needed to present the play. Construct his activities in terms of the services marketing triangle.

**Questions.5 (5+2=7 Marks)**

Reena gives 30-minute therapeutic massages at a local gym. All of her Monday and Friday appointments are taken, and she has a waiting list for those who would like to move their regular massage to the first or the last day in the week. At the end of those days Reena is exhausted. Demand on Tuesdays and Thursdays is at an acceptable level, but no one seems to want a massage on Wednesday. Reena wishes she could convince some of her Monday and Friday customers to come on Wednesday. Develop some ideas to help shift the demand for her service? Furthermore, develop a balanced scorecard for the gym.