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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations –JAN-FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:**09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph.D. | |
| **Course Code:** MGT 927 | **Course Name:** Marketing of Services - Concepts, Strategies and Cases | |
| **Semester**: | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **30** | **30** | **20** | **20** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Rameshwaram Cafe is a premium South Indian chain of Food Restaurants at Bengaluru. This Restaurant ensured that all the cuisines are prepared on-the-go and served hot to customers using the best and fresh high-quality ingredients, authentic recipes with the highest hygiene standards. Illustrate how can Rameshwaram Cafe apply the concept of "inseparability" in its service delivery? | **10 Marks** | **Application** | **CO** |
| **2** | Schedule 5 different ways in which a super specialty hospital can apply the concept of "desired service expectations" to improve its guest experience? | **10 Marks** | **Application** | **CO** |
| **3** | Develop the various ways in which a travel agency can apply the concept of "consumer experience" to enhance customer satisfaction and loyalty? | **10 Marks** | **Application** | **CO** |
| **4** | A new restaurant is opening. How can they use the SERVQUAL dimensions (Tangibles, Reliability, Responsiveness, Assurance, Empathy) to train their staff to deliver excellent customer service? | **10 Marks** | **Application** | **CO** |
| **5** | How effectively can the SERVQUAL model be used to measure service quality in a highly customized service setting, such as a luxury spa? What are the potential limitations? | **10 Marks** | **Application** | **CO** |
| **6** | How can a frontline employee in a retail store apply boundary-spanning roles to improve customer satisfaction and build customer loyalty? | **10 Marks** | **Application** | **CO** |

**Part B**

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| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | Create a new service concept such as complete care of the elderly at homecare services that addresses a specific unmet need in your local community. Develop a service blueprint outlining the service delivery process, identifying key customer touchpoints, and considering the role of technology in service delivery. | **20 Marks** | **Analysis** | **CO** |
|  | | | | | |
| **8.** |  | Autism – also referred to as autism spectrum disorder ̶ constitutes a diverse group of conditions related to development of the brain. About 1 in 100 children has autism. Characteristics may be detected in early childhood, but autism is often not diagnosed until much later.  Autism spectrum disorders (ASD) are a diverse group of conditions. They are characterized by some degree of difficulty with social interaction and communication. Other characteristics are atypical patterns of activities and behaviours, such as difficulty with transition from one activity to another, a focus on details and unusual reactions to sensations. Create a marketing campaign for a new service offering, focusing on how to effectively communicate the intangible aspects of the service to potential customers | **20 Marks** | **Analysis** | **CO** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***