

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : MBA3059

Course Name : Sem III - MBA3059 - Marketing of Services - Concepts Strategies and Cases

Program : MBA

Date : 7-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. A Service Blueprint is a visual representation of the relationship between various service components. With reference to this, list the six steps in building a Service Blueprint.
(CO1) [Knowledge]
2. In the present age of globalization, all businesses are Service Businesses. With reference to this context, define "Services" according to Philip Kotler.
(CO1) [Knowledge]
3. A Service is also regarded as a Product, in the larger context of Marketing. In light of this context, recognize the four (4) characteristics of Services, with suitable examples.
(CO1) [Knowledge]
4. Service Standards are sometimes difficult to define and build. Within this context, identify two types of Service Standards, with suitable examples, available to Service Marketers.
(CO2) [Knowledge]
5. While company-defined standards promote productivity and efficiency, customer-defined service standards are difficult to implement. With this in mind, list the differences between Hard and Soft customer-defined service standards with suitable examples.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Marketing of Services becomes an essential function as more businesses transition into the services sector. It is already known that the services sector is one of the main contributor to India's GDP. In light of this context, explain the reasons for the growth of the services sector.
(CO1) [Comprehension]

7. Niharika saw the Spicejet TV Commercial with her favorite actor Sonu Sood as the Brand Ambassador. When she had to fly from Chennai to Mumbai she booked her flight on Spicejet. She had expected safe hygienic service. But to her disappointment she found people queuing up for check-in without Covid appropriate behavior. Niharika was further disappointed when she was not given a Face Shield as suggested in the TV commercial. What is Provider Gap 1 in this situation? Discuss the strategies to close Knowledge Gap.

(CO2) [Comprehension]

8. Meeting customer expectations has always been a top priority when it comes to marketing services. In this context, marketers of services apply different methods to understand customer expectations. While designing such services, as a manager, distinguish between desired service and adequate service.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. **Netflix and the Characteristics of Services**

Background

Netflix is a global streaming entertainment service with over 220 million subscribers in over 190 countries. The company offers a wide range of TV shows, movies, documentaries, and original programming. Netflix is a prime example of a service-based business, and its success can be attributed to its ability to effectively manage the unique characteristics of services.

Intangibility

Services are intangible, meaning they cannot be seen, touched, tasted, smelled, or heard before they are consumed. This makes it difficult for customers to evaluate the quality of a service before they purchase it. Netflix addresses this challenge by providing a free trial period, allowing customers to experience the service firsthand before committing to a subscription. Additionally, Netflix provides detailed information about its TV shows and movies, including trailers, ratings, and reviews. This helps customers make informed decisions about whether or not a particular title is right for them.

Inseparability

Services are inseparable, meaning they are produced and consumed at the same time. This can make it difficult to maintain quality control, as there is no opportunity to inspect the service before it is delivered. Netflix addresses this challenge by investing heavily in training and technology. Customer service representatives are trained to provide high-quality support, and the company's recommendation algorithm is constantly being refined to provide users with personalized recommendations.

Perishability

Services are perishable, meaning they cannot be stored for future use. This can lead to problems with capacity management, as demand for a service can fluctuate. Netflix addresses this challenge by using a variety of techniques to manage demand. For example, the company releases new content on a staggered schedule, and it uses dynamic pricing to encourage users to watch content during off-peak times.

Variability

Services are variable, meaning their quality can vary depending on the provider. This can make it difficult for customers to know what to expect. Netflix addresses this challenge by establishing clear standards for its content and by using a variety of quality control measures. For example, the company has a team of reviewers who evaluate all new content before it is released.

Conclusion

Netflix's success is a testament to the company's ability to effectively manage the unique characteristics of services. By understanding the challenges posed by intangibility, inseparability, perishability, and variability, Netflix has been able to create a high-quality service that is enjoyed by millions of customers around the world.

Questions

1. What are some other ways that Netflix addresses the challenges posed by the characteristics of services? How do the characteristics of services differ from the characteristics of goods?
2. What are some other examples of companies that have been successful in managing the characteristics of services?

(CO1) [Application]

10.

Service Blueprinting of a Movie

Theater

Introduction:

Movie theaters are a popular destination for entertainment, offering audiences the chance to immerse themselves in the magic of the big screen. The movie theater industry is highly competitive and continually evolves to cater to the demands of today's moviegoers. To enhance the customer experience and streamline operations, the management of a local movie theater decided to employ service blueprinting. Service blueprinting is a valuable tool for visualizing the entire customer experience and identifying areas for improvement.

The Eight Building Blocks of Service Blueprinting:

1. Evidence:

Physical evidence in a movie theater includes the building itself, posters, ticket counters, signage, seating, and the screen. All these elements play a crucial role in creating the overall atmosphere and first impressions.

2. Customer Actions:

Customers' actions begin before they even enter the theater, with actions like choosing a movie, buying tickets online, and arriving at the theater. Inside, actions include purchasing concessions, finding their seats, and watching the movie.

3. Line of Interaction:

This line represents the direct interaction between the customer and the frontstage employees. In a movie theater, it includes interactions with ticket sellers, ushers, and concession stand staff.

4. Frontstage Actions:

Frontstage actions encompass everything employees do in direct view of the customer. This includes selling tickets, helping customers find their seats, and serving food and beverages.

5. Line of Visibility:

This line separates what the customer can see (frontstage) from what is hidden (backstage). In a theater, it marks the point where customers can no longer see the employees preparing food or managing equipment.

6. Backstage Actions:

Backstage actions are the processes that happen behind the scenes. This includes preparing and cooking food, projection room operations, and maintenance work on the facility.

7. Line of Internal Actions:

This line separates the backstage actions that directly impact the customer from those that are more removed. For a movie theater, it might involve managerial tasks like scheduling staff or inventory management.

8. Support Processes:

Support processes are the underlying activities that facilitate the entire operation. This includes HR processes, equipment maintenance, supplier relationships, and technology infrastructure.

Comprehensive Blueprint:

To create a comprehensive blueprint for the movie theater, students should detail each of these building blocks. For example, they would describe how evidence (the theater's physical appearance) influences the first impression of customers and how customer actions involve purchasing tickets, buying concessions, and enjoying the film.

Question:

1. Using the eight building blocks of service blueprinting, prepare a comprehensive blueprint for a movie theater. Consider how evidence, customer actions, line of interaction, frontstage actions, line of visibility, backstage actions, line of internal actions, and support processes all come together to create a cohesive customer experience. Carefully illustrate the flow of sequence for each of the activities in the service framework.
2. Show the importance of each activity performed within each building block in the context of a movie theater. Illustrate the impact of these activities on overall customer experience and operational efficiency of the theater.

(CO2) [Application]

