

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**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. Service Marketing is all about promises - promises made and kept to the customers. With reference to this context, describe the Services Triangle with a neat sketch, showing the various components.
(CO1) [Knowledge]
2. There is a subtle distinction between a Good (Product) and a Service. Recall the key differences between Physical Goods and Services.
(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. Unlike the standard attributes of a product, the evaluation process for a service is a little tricky. With this in mind, identify the differences between "Experience Qualities" and "Credence Qualities" with suitable examples.
(CO2) [Knowledge]
5. Customer expectations are beliefs about Service Delivery that serve as standards or reference points against which performance is measured. With reference to this context, define Zone of Tolerance, with suitable examples.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. When comparing products and services, services have several distinct features requiring an extension of the marketing mix. As a Services Marketing professional discuss the necessity for an extension of the marketing mix, with suitable examples.
- (CO1) [Comprehension]
7. You go to a restaurant for a Sunday lunch. Think about the service you receive. How would you identify that there is a gap between your expectations and perceptions of that service? What do you expect that you do not receive? Explain the 'Zone of Tolerance' in this case.
- (CO2) [Comprehension]
8. If you were the manager of a service organization and wanted to apply the GAPS model to improve service, explain which gap would you start with and discuss the order in which you proceed to close the gaps. Give examples.
- (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. **Challenges Faced by Roadside Food**

Vendors

Background

Roadside food vendors are a ubiquitous part of the urban landscape in many parts of the world. They provide affordable and convenient meals to a wide range of customers, from commuters and students to tourists and locals. However, roadside food vendors face a number of challenges in running their businesses.

Challenges

Competition: Roadside food vendors often operate in highly competitive markets. This is due to the low barriers to entry in the business, as anyone with a cart or stall can start selling food. As a result, vendors must constantly strive to differentiate their offerings from those of their competitors.

Regulation: Roadside food vendors are often subject to a variety of regulations from local authorities. These regulations can cover everything from food safety and hygiene to licensing and zoning. Vendors must be aware of these regulations and ensure that they are in compliance.

Location: The location of a roadside food vendor can have a significant impact on their success. Vendors must choose locations that are both visible and accessible to potential customers. However, good locations can be scarce and may be subject to competition from other vendors.

Weather: Roadside food vendors are exposed to the elements. This can be a challenge in both hot and cold climates. Vendors must be prepared to deal with extreme weather conditions and protect their food and equipment.

Perishability: Roadside food vendors typically sell perishable goods. This means that they must carefully manage their inventory to avoid waste. Vendors must also be aware of food safety concerns and ensure that their food is properly stored and prepared.

Case Study: Raju's Chaat Corner

Raju's Chaat Corner is a roadside food stall located in a busy market in Mumbai, India. Raju has been selling chaat, a type of savory snack, for over 20 years. Raju faces all of the challenges listed above. He operates in a highly competitive market, and he is subject to a variety of regulations from the local authorities. Raju's stall is located in a narrow alleyway, which makes it difficult for customers to see. However, Raju has been able to overcome these challenges and build a successful business.

Raju has differentiated his offerings from those of his competitors by specializing in a particular type of chaat. He also offers a variety of chutneys and sauces to accompany his chaat. Raju is known for the high quality of his food, and he has a loyal customer base. Raju is also very aware of food safety concerns, and he takes steps to ensure that his food is properly prepared and stored.

Conclusion

Roadside food vendors face a number of challenges in running their businesses. However, by carefully managing these challenges, vendors can build successful businesses. Raju's Chaat Corner is a prime example of a roadside food vendor that has been able to overcome challenges and achieve success.

Discussion Questions

1. How can Raju improve the visibility of his stall in the narrow alleyway? How can Raju deal with the challenges posed by extreme weather conditions?
2. How can Raju deal with the threat of foodborne illness? How can Raju develop a sustainable business model of his food stall?

(CO1) [Application]

10.

A Case Study of a Fine Dining Buffet

Restaurant

Introduction

In the highly competitive hospitality industry, delivering exceptional service is imperative for the success of any restaurant. Fine dining establishments in particular, are expected to provide a superior dining experience to their patrons. However, maintaining consistently high standards can be challenging, as a fine dining buffet restaurant may often encounter service gaps that need to be addressed. This case study delves into one such establishment to understand the service gap and explore strategies for bridging it effectively.

The Fine Dining Buffet Restaurant

Our case study centers on a renowned fine dining buffet restaurant named "Gastronome Haven," located in a bustling urban area. The restaurant is known for its opulent ambiance, a wide array of gourmet dishes, and exceptional service. Despite its excellent reputation, the management of Gastronome Haven has been concerned about the growing instances of service gaps that were beginning to impact customer satisfaction and reputation.

The service gap at Gastronome Haven became evident through various means. Customer feedback, both online and in-person, highlighted issues like long waiting times during peak hours, inconsistent food quality, and lapses in staff courtesy. The restaurant also witnessed a slight decline in customer retention rates and average customer spending.

Addressing the problems

After conducting a thorough analysis, it was determined that the service gap primarily stemmed from the following key areas:

Inadequate Staff Training: Gastronome Haven had a significant number of seasonal and part-time staff members. While they were trained in basic service standards, there was a noticeable inconsistency in their ability to provide personalized and attentive service to customers.

Operational Efficiency: The restaurant had not streamlined its operations adequately, resulting in delays in food replenishment, slow table turnover, and inadequate management of peak dining hours.

Quality Control: The buffet offered an extensive range of dishes, but maintaining consistent quality in each dish was challenging. Some items often fell below the expected standard, leading to customer dissatisfaction.

Customer Feedback Handling: While the restaurant encouraged feedback, there was room for improvement in effectively addressing customer concerns and implementing changes based on their suggestions.

Question:

1. In the context of Gastronome Haven, how did the inadequacies in staff training contribute to Provider Gap 3, the service performance gap, and what specific steps were taken to bridge this gap?
2. What strategies did Gastronome Haven employ to manage and enhance customer expectations through effective service promotion and communication, ultimately bridging Provider Gap 4 and achieving better customer perceptions of the restaurant's services?

(CO2) [Application]

