

**PGDM (RM), 2020-22**  
**Services Marketing**  
**RM-207**

**Trimester – II, End-Term Examination: January 2021**

Time allowed: 2 Hrs 30 Min  
Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10  Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			<b>50</b>

**Section A**

Q1. Roughly calculate your budget for an average month. What percentage of your budget goes for services versus goods? Explain. Do the services you purchase have value? In what sense? If you had to cut back on your expenses, what would you cut out? (3 + 3.5+ 3.5)  
CILO-1

Or

Q1. Is it easy to measure the 5 SERVQUAL dimensions? Why? Also state them in brief and explain each with an example. (5+5) CILO-1

Q2. Describe a remote encounter, a technology mediated encounter (phone, real time texting or live chat), and a face to face encounter that you have had recently. How did you evaluate the encounter and what were the most important factors determining your satisfaction/ dissatisfaction in each case? (4+6) CILO-2

Or

Q2. Given the need for customer defined service standards, do firms need company defined standards at all? Could all standards in a company be customer defined? Why or why not? What functional departments in a firm would object to having all standards be customer defined? (1+4.5+4.5) CILO-2

Q3. In the services marketing project done by you explain the gap model through a diagram. Which of the four provider's gap is easiest to close and why? Which one is the hardest and why? (5+2.5+2.5) CILO-2

Or

Q3. Service firms need to have a strong recovery strategy. Why? Think of a time when you received less than desired service from a particular service organization. Was any effort made to recover? What did the firm do to "Fix the customer"? What should/ could have been done differently? Do you still buy service from the organization? Why or why not? (2+2+2+2+1+1) CILO-2

### **Section B**

#### ***Et Prime: How to anticipate lousy service and protect your interest***

Synopsis: Horrible customer experiences will not leave a customer's mind for ages

Most Indian companies believe in delivering mediocre service irrespective of industry, size, age, brick- and – mortar or online. All of us have experienced this with our cellular service provider, car service, bank or grocer shop.

If you listen closely each time you get lousy service, you can pick up some hidden words that keep coming up. These words aren't uttered by service representatives. When you 'hear' these unsaid words, you will know that the service provider is about to take you down the frustration path. We have all heard stories of isolated great service moments, the most hallowed one being that of a premium retailer who has no –questions- asked return policy. Then there is that airline that went out of its way to replace a shirt and trouser for a passenger on whom the stewardess spilt a drink. In some smaller ways, we have all experienced something that goes above and beyond our expectations, even if it is as a result of a complaint or service request. Ex. A complimentary meal or an upgraded room.

Now, what about the other extreme- where we get horrible customer service such as when one ordered groceries on a mobile app and end up chasing that order for three days or when one sends ones car for regular service and it comes back with a bigger problem that hadn't existed before. In total contrast to the benefits of great customer service, a poor service will lead to customer defection, erosion of sales and consume forum cases.

Horrible service experiences will not leave a customer's mind for ages. If one really thinks about, and analyses, the horrible one has had in the past, one will find that there are some common traits they all share. For instance, the service provider never tried to apologize or show empathy towards your situation. He or she was not thinking for the customer and solving his or her issue

So how can we now in advance-at the beginning of our service experience- whether we are going to have a good or lousy experience? Try to listen to seven keywords, none which will be said to you openly. These unspoken seven words from the service provider will tell us if we are going to get lousy service or not: 'How to get rid of this problem.' 'Hear' this line and you know you are in trouble.

Essentially you will find that most service providers somehow want to kill the problem a

customer is bringing up, Instead of looking at it as a service issue that needs process changes .This is also because of the failure to take up the right measures for strategic service objectives.

So how do we spot these unstated seven keywords. You will find these words hidden in some the common statements lousy service providers make:

- \* Please send your complaint to a corporate office with purchase proof.
- \* This division is not responsible for the issue you have.
- \* Please go to our website or call our toll free number to register your complaint.
- \* Our office in the city alone can handle this, so you need to go physically there.
- \* We will send the technician sometime next week.
- \* We cannot take your complaint on the phone as all our people are working from home because of Covid. So please send a detailed mail

If you hear any of the above or similar phrases from your service provider, you know it is time for you to be firm with them and protect your interest. You have paid them for the service and you need to get the value for the same. The least they can do is make some serious effort in resolving your issue. Next time when you do business with any service provider watch out for similar phrases that hide these seven unspoken words.

Q1. Good customer service at the transaction level may be an individual's task but at the organizational level it's the company's purpose. Interpret how bad customer service is the reason for customer defection, erosion of sales and consume forum cases. (10) CILO-3

Q2. The unstated key words of some of the lousy service providers is sure shot indication of what to expect. How as a customer can you protect your interest and ensure that the companies do some serious introspection in resolving customer complaints? (10) COLI-3