

PGDM, 17-19
Services Marketing
DM-333

Trimester – III, End-Term Examination: March 2018

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 | Marks |
|----------|------------------------------|--------------------|--------------------|
| A | 3 out of 5 (Short Questions) | 5 Marks each | $3 \times 5 = 15$ |
| B | 2 out of 3 (Long Questions) | 10 Marks each | $2 \times 10 = 20$ |
| C | Compulsory Case Study | 15 Marks | 15 |
| | | Total Marks | 50 |

62

TURN OVER

Section A

(Answer 3 questions out of 5. Each question carries 5 marks. Word Limit 300 words)

- Q1. Is the concept of Services as Theatre far - fetched or immensely practical? Give reasons for your answer.
- Q2. Explain with a diagram the Servqual model. As a practicing Marketing Research company how would you utilize this concept to improve the services of a company like Kent RO?
- Q3. Explain the concept of Moments of Truth. Prioritize, with your justification, such moments in the Admissions Process of an MBA institute
- Q4. Trace the major reasons for the exponential growth of the Service industry across the globe during the last 30 years. What were some of the reasons specific to India?
- Q5. With the help of a diagram explain the concept of Zone of Tolerance. What factors cause it to change and how? How can you use this concept to improve the Service Levels of a courier service?

Section B

(Answer 2 questions out of 3. Each Question carries 10 marks. Word Limit 600 words)

- Q1. What are the broad components of a typical Integrated Marketing Communication Mix for services? As the new Marketing Communications Head of Trivago (India) outline with the help of a diagram the integrated Marketing Communication Mix you would employ to promote your organization.
- Q2. As a Customer Care Head of Flipkart what kind of issues will you expect to face? Explain with the help of a diagram the components of an effective service recovery system you would like to institute in your organization.
- Q3. You are the newly appointed Manager of the Kotak Mahindra Bank Branch at Greater Noida with 250 customers in your branch. Draw up your Service Blueprint for effective service and describe your resource allocation priorities in providing service excellence.

Section C

(Compulsory Case study carries 15 marks. Read the case on the next page and answer all the 3 questions below. All questions carry equal marks)

- Q1. Critically analyze Ginger's Service Strategy and give your views on not utilizing the Tata umbrella brand for promoting and positioning the hotel chain. (5 marks)
- Q2. Draw up the customer profile to which this kind of hotel would appeal and explain how the hotel would aim at ensuring customer satisfaction. (5 marks)
- Q3. Considering the huge market for such a concept what would be your Marketing Strategy (STP) as a new entrant and competitor to Ginger. (5 marks)

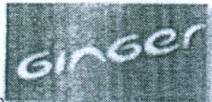
63

Section C

Compulsory Case study carries 15 marks

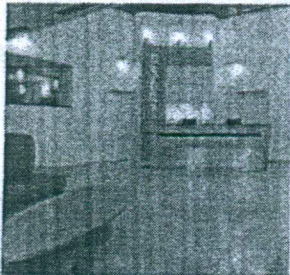
Ginger Hotels: Luxury of Simplicity

Recently I was intrigued by a simple ad of a hotel in Television with the tagline "Please Help Yourself" because seldom we see hotels advertise and decided to read more



about the brand Ginger. There were many surprises in store for me about this brand. Ginger is the new version of Indione chain of hotels touted as the budget hotel chain from the Taj Group. Owned by the TATA's Ginger brand is expected to shake up the hospitality industry for the better. Indi one launched in Bangalore in June 2004 was Taj's first foray into Budget hotels. The hotel chain was expected to tap in the growing population of Business and leisure travelers and expected to satisfy the need for a hotel that offers service at affordable price. The Bangalore property was a test market of this concept. The test market results were encouraging and the Bangalore hotel averaged 85% occupancy rate.

After testing and fine tuning the process and service, the company nationally launched the chain of hotels. Tata's however decided not to use Indione as the name for the chain of hotels. The brand



Ginger was chosen for this new chain of hotels. The brand Ginger was developed with the help of Internationally renowned Brand consultancy firm Landor Associates. The Ginger brand radiates simple unique, basic, lighthearted, very different, Indian, innovation as its Brand values. The company wanted the brand to radiate Freshness and Ginger communicates that Freshness. Although the concept of budget hotels looks attractive, it is not easy to sustain the cost and the service expectations. Hence, Taj conducted an extensive consumer research to fine tune the service delivery and the ambience. The national rollout of Ginger Hotel was on March 2006. The brand already has its presence in 6 locations.

TURN OVER

64

Ginger differentiates itself from other budget hotels by its SMART BASICS feature. Smart Basics concept was co-created by Ginger with the help of the Renowned Management Guru CK Prahlad. Smart Basics provide a value proposition of a different kind. It represents a Next Generation category that signifies, Simplicity, convenience, informality, style, modernity and Affordability. The hotel offers a mix of high end facilities with an affordable price tag. Ginger offers a customer following facilities: A/C, electronic lock, comfortable beds, work area, 17" Flat



TV, Direct Dial with STD, Gym, cyber cafe etc at a rate of Rs 999 for single and 1175 for double room. The hotels operate with skeletal staff but are highly process-oriented so that most of the necessities of the customers are taken care. Some of the services are outsourced but available to the customer on call. As the tagline says "Please Help Yourself", most of the services are self-service (to reduce cost) including check in. The trick is to be process driven so that customers will just have to follow the process and things will be taken care of by the process. That also gives the company an option to charge for specific services demanded by the customer. Ginger effectively fills a gap that existed in the hospitality sector, a need for a budget hotel that delivers reasonable/assured service. Ginger helps that decision-making easier for the customer. The market in India is estimated to be around Rs. 6000 crore and Ginger is all set to conquer this market.

(Source: hospitalitynet.org, gingerhotels.com, businessline, economictimes)