

PGDM (RM), 2018-20

Services Marketing

RM - 307

Trimester – III, End-Term Examination: March 2019

Time allowed: 2 Hrs and 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 (Long Questions)	10 Marks each	3*10 = 30
B	Compulsory Case Study	20 Marks	20
		Total Marks	50

Section A

1. 'Service recovery has the potential to increase customer satisfaction.' Using relevant examples, briefly discuss whether this statement is true or untrue.
2. Develop the service blueprint for a five star hotel. Explain the elements and discuss their importance.
3. Queue Management can influence customer satisfaction and experience. Discuss the types of queues and strategies that can be adopted to ensure the best waiting experience for customers.
4. 'Managing Demand & capacity in services is a critical function.' Discuss the relevance of this statement citing appropriate examples.
5. Briefly describe the concept of SERVQUAL. Discuss how SERVQUAL can be used by service marketers for
 - a. Employee Training,

b. Decreasing service gaps

Section B (Compulsory Case Study)

Source: Techcrunch,

Via its platform, UrbanClap matches service people, such as cleaners, repair staff or beauticians, with customers across 10 cities in India. Co-founder and CEO Abhiraj Bhal told TechCrunch that the business supports 15,000 "micro-franchisees" with around 450,000 transactions taking place each month. Bhal's vision is to enable service workers to earn more and enjoy greater control of their work and, consequently, overall life. For example, the typical salary for an offline service worker might be in the region of 10-15,000 INR (up to \$215) while, for those operating independently, their flow of work would be tied to a middleman, store or word of mouth networks. UrbanClap offers a more direct model, with workers keeping 80 percent of the cost of their jobs. That means workers can earn multiples more and manage their own working hours. "The UrbanClap model really allows them to become service entrepreneurs," Bhal says. "Their earnings will shoot up two or three-fold, and it isn't uncommon to see it rise as much as 8X — it's a life-changing experience." UrbanClap has announced that it aims to on-board more than 10,000 professionals for their AC repair business vertical. The announcement came as the firm, having conducted a survey, found that 11 per cent of total respondents from the Chennai plan to buy at least one AC unit this summer. UrbanClap's survey highlights AC to be the most essential home appliance for the peak summer season with 36 per cent of respondents having at least two ACs at their residence.

The high demand for the AC bring to light the usage pattern with 46 per cent of respondents stated that they use ACs judiciously i.e., when they require. Additionally, 31 per cent of respondents paid electricity bills upto Rs 3,000 whereas, 28 per cent of people paid bills upto Rs 5,000, the survey said.

The survey also concentrated on servicing, as it stated irregular servicing impacts the cooling capability of the ACs. Fifty six per cent respondents, belonging to the age group between 18-25 years, prefer to approach a company representative, while 35 per cent of the age group of 26-35 opted for online aggregators, with almost 60 per cent of respondents stating that they need repairs only during the summer season, the survey said. The breakdowns were primarily because of cooling issues (67 per cent) and gas refilling (22 per cent). The survey highlights that 56 per cent respondents were willing to pay up to Rs 500 for AC repair work only.

Elaborating on this, co-founder of UrbanClap, Varun Khaitan, said, "Today in every 10 households three of them have at least one AC installed. In the upcoming summer season, we at Urbanclap expect the demand for AC repair and service vertical to increase. Last Summer, Urbanclap had onboarded almost 1,500 professionals. In order to meet this high demand for this years' prolonged summer season, Urbanclap is on a mission to onboard 10,000 AC professionals on the platform, complete 1.5 million repair jobs in this vertical and thereby help consumers be summer ready."

- a) Managing demand and capacity is a critical task for a retailer. Identify the problems that the organization can face while managing its services during the upcoming Summer season and suggest possible solutions. [5 marks]
- b) Discuss any two kinds of Jaycustomers this organization can potentially face and formulate possible strategies for handling them. [5 marks]
- c) Should an organization like this offer guarantees? **Briefly** explaining the types of guarantees, and suggest the type(s) of guarantee that you would advise them to offer. [10 marks]