

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (R), DECEMBER 2023 (2021 Scheme)

Course Code : 21MBA209

Course Name: Services Marketing

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. What differentiates product marketing from services marketing
2. List out the impact of positive word of mouth on promotion of service brands
3. Recall the marketing mix elements that are exclusive for services
4. Illustrate the concept of Moment of Truth with an example
5. Define GAP Model of Service Quality

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Explain three stage model of service consumption with an example
7. Identify the different types of market targeting strategies with examples. Comment the benefits and limitations of each type
8. Analyze the different approaches to pricing used by service firms
Analyse the role played by physical evidence in the hospitality industry.
9. Develop a proposal to improve the physical evidence in a resort in a hill station.
10. What is SERVQUAL, and how does it help service marketers in assessing and improving the quality of services they provide

PART C

(Compulsory question, the question carries 20 marks)

11. The hospitality industry in India has witnessed remarkable growth in recent years due to increasing domestic and international tourism. To succeed in this competitive landscape, businesses need to excel in services marketing, strategic positioning, branding, and customer engagement. You are the marketing manager of a new hotel chain that offers heritage and cultural experiences to its guests. The hotel chain is called Sanskriti and it aims to provide a rich and authentic stay for its customers. Sanskriti has a network of hotels in various historical and cultural sites in India, such as Jaipur, Agra, Varanasi, Hampi, Khajuraho, etc. Each hotel is designed to reflect the local architecture, art, and culture of the region. For example, the hotel in Jaipur

has a Rajasthani theme, with pink walls, jharokhas, paintings, and puppets. The hotel in Agra has a Mughal theme, with white marble, arches, carpets, and miniatures. The hotel in Varanasi has a spiritual theme, with saffron colors, bells, lamps, and idols.

Sanskriti also offers a range of services and activities that showcase the heritage and culture of India. For example, guests can enjoy guided tours to the nearby monuments and temples, such as the Taj Mahal, the Hawa Mahal, the Kashi Vishwanath Temple, etc. Guests can also watch cultural shows that feature traditional music, dance, and drama, such as Kathakali, Bharatanatyam, Dandiya Raas, etc. Guests can also taste local cuisine that is prepared by expert chefs using fresh and organic ingredients, such as Dal Bati Churma, Hyderabadi Biryani, Banarasi Chaat, etc. Guests can also buy handicrafts that are made by local artisans using natural and eco-friendly materials, such as pottery, embroidery, wood carving, etc. Guests can also participate in yoga and meditation sessions that are conducted by trained instructors who teach them the benefits of physical and mental well-being.

Sanskriti also has a loyalty program for its frequent customers that rewards them with vouchers, gifts, and special access. For example, guests who stay for more than 10 nights in a year can get a 10% discount on their next booking. Guests who refer their friends and family can get a free spa treatment or a complimentary dinner. Guests who celebrate their birthdays or anniversaries at Sanskriti can get a personalized cake and a bottle of wine. Guests who are members of Sanskriti's loyalty program can also get special access to exclusive events and offers that are not available to other customers.

Using the framework of services marketing, answer the following questions to explain how Sanskriti can create and deliver value to its target market

a) Explain how Sanskriti address characteristics of services that pose challenges for service marketing by evaluating the consumer behavior

Marks (5)

b) Examine the STP (segmentation, targeting, and positioning) strategies that Sanskriti can use to attract and retain its customers.

Marks (5)

c) Analyze the marketing mix (7Ps) applicable for Sanskriti.

Marks (5)

d) Assess the various marketing and competitive strategies that Sanskriti can adopt further to enhance its customer satisfaction, loyalty, and retention.

Marks (5)
