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**SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022  
(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. Outline any four characteristics of a service sector.
2. List out examples of differentiated and Undifferentiated marketing in service context.
3. Explain the role of promotion mix in services marketing.
4. What is a service blue print?
5. Describe the term Innovation in service context.

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

6. Illustrate the three stage model of service consumption with suitable examples.
7. Explain the bases of market segmentation and describe how an effective positioning strategy shall be developed for a service business with pertinent examples.
8. Analyse the different approaches to pricing in the services context with relevant examples.
9. Examine Mehrabian -Russell stimulus response model in detail in the context of any service business of your choice.
10. Discuss the different types of customer loyalty programmes and explain how will these loyalty programmes impact the business of service organizations.

**PART C*****(Compulsory question, the question carries 20 marks)***

11. Janalakshmi Financial Services is India's largest urban microfinance firm with millions of customers across the country. The social enterprise provides individuals and groups with much needed loans to fuel their aspirations, including their desire to educate their children or expand their businesses. "The Indian urban poor rarely have access to loans and financial services for improving their circumstances. With proper funding, they can build a 'pucca' or permanent home, or start a business," explains Ramesh Ramanathan, Chairman, Janalakshmi Financial Services. "We created Janalakshmi,

translating as 'People's Wealth', to provide micro- loans that help make families self-reliant and improve their lives.” Janalakshmi is now set to meet more of its customers’ needs with the upcoming launch of its banking business and a full suite of financial services.

### **Taking financial services to the customer doorstep**

Microfinance plays a critical role in India with 40% of the population having limited or no access to traditional banking services. Meeting the needs of the underserved is not easy though. Janalakshmi knew from the start it needed a smart way to service customers and the technology to scale. “Our vision has always been about improving financial inclusion and providing a full suite of products and services to a growing number of customers. Investment in technology has helped make that possible,” said Vidyasagar Bedida, Vice President, Technology and Processes, Janalakshmi Financial Services. Scalable and automated processes have reduced time to market for new products and supported Janalakshmi’s rapid growth. These include a simplified onboarding process which has halved the time between loan applications and disbursement of funds. Salesforce its technology partner is at the heart of this and has supercharged productivity for Janalakshmi’s 10,000 field reps. Integrated with Janalaskhmi’s core banking system and a custom mobile app, Salesforce lets reps capture new leads and service customers from anywhere. Loan disbursement and collection takes place from the ultimate convenience of the customer’s doorstep. Biometrics built-in to reps’ mobile devices allow for instant customer verification and transactions are authenticated on the spot. With rich reporting functionality, management can track transactions or drill down into the data to see the total number of customers in any given sector or even the rate of approvals for particular geographies. Analysing these types of trends helps Janalakshmi target customers with the right products at the right time, and identify opportunities for growth. “The insights and efficiencies we’ve gained from Salesforce have sustained 100% year on year growth for the past five years,” said Bedida. “Now, we want to harness those capabilities to support even more customers with a broader range of products and services.” The bank had followed a customer centric business model which helped the bank to track the customers preferences , habits , social status and so on through its CRM software.

a) Assess the significance of the CRM strategies used by Janalakshmi that set its footing high, as it embraced this new trail to success Marks (10)

b) Examine

how imbibing technology in sales force leads to acquisition of new customers? Marks (5)

(c) Assess the role of technology in differentiating brands in financial service sector. Marks (5)

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