

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program:P.G.D.M & M.M.S (MARKETING), IV Tri (Batch 2018-20)**

**Subject: SERVICES MARKETING**  
**(End-Term Examination)**

**Date of Exam: September 16, 2019**

**Time: 3 Hours**

**Marks: 50**

**Notes:**

- 1. All questions are compulsory.**
- 2. Supplement your answers with suitable theory and examples where necessary.**

**Question 1** Give a brief analysis of the case *Moshi Looks to Popularize Fusion Fare in Dubai* and answer the following questions: **(25**

**Marks)**

- i. Discuss Moshi's value proposition. Should Moshi restrict itself to its unique menu, or should it expand the menu to cater to a larger set of customers?
- ii. Should Moshi leverage the pending meal initiative? If so, how?
- iii. Discuss the factors that can affect Moshi's expansion plan? Why?
- iv. Discuss the different marketing strategies that Moshi can use to increase its customer base.

**Question 2** "Service excellence can be defined as what a business chooses not to do well". Elaborate the statement with suitable examples that reveal the principles on which world's best service companies are built. **(12**

**Marks)**

**Question 3** A) What are the major managerial consequences of the fact that services to a critical extent are consumed at the same time as they are produced? **(6**

**Marks)**

**B)** Discuss how various kinds of expectations influence the perception of quality? What are the risks of not clarifying a customer's expectations? **(7 Marks)**

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