

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM/MMS - MKTG (Batch 2017-19), Tri-IV
Sub: SERVICES MARKETING

(End-Term Examination)

Date of Exam: September 26, 2018

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 brief analysis of the Case “*United Airlines’ Service Recovery Challenge After Reputation Meltdown*” and answer the following questions:

(25

Marks)

- What service expectations do customers have of airlines such as United Airlines? How did these expectations develop over time?
- What is service failure? Suggest a plan for a root cause analysis of service failure. Discuss the gap model of service quality to highlight the various instances of service failure in this case.
- How can United prevent such incidents from occurring in the future? What steps can United Airlines take to rebuild its tarnished brand image?

Question 2 A) The gulf between satisfied customer and completely satisfied customers can swallow a business. Elaborate the statement with suitable examples.

(7 Marks)

B) How can a manufacturing organization manage its customers as a service business? What does it mean to provide value-supporting processes using the various principles on which successful service organizations have been built? **(8 Marks)**

Question 3 Discuss how the servicescape model and the service culture/style can be used as a comprehensive framework to plan the service process and the service encounters in any service organization with a goal to create effective interactive marketing performance.

(10

Marks)

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