

K.J. Somaiya Institute of Management Studies & Research
Course: MMM – III Sem. (Batch 2017-20)
Sub: SERVICES MARKETING
(End-Term Examination)

Date of Exam: November 19, 2018
50

Time: 3 Hours

Marks:

Notes:

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

Question 1 One Thursday morning, Jet Airways flight 9W-697 landed back in Mumbai within 30 minutes of taking off from the airport's Terminal 2 after 30 of the 166 passengers on board started bleeding and complained of headaches.

Passengers on board had never realized flying could be “So Terrifying”. They were screaming, crying and many of them bled from their nose and ears after the pilots and crew members ‘forgot’ to turn on a crucial button that controls and maintains the cabin air pressure.

As the plane climbed, oxygen masks were deployed from overhead compartments. Passengers with respiratory troubles were the ones immediately impacted by this until the pilots decided to turn back and land in Mumbai.

"There was no support from Jet. We were suffocating. They made no announcements telling us what was going on," said Sakhamitra Ashwini, a passenger on board the flight. Another passenger said: "There were elderly persons on board. They couldn't breathe. Then some of them started bleeding from their noses." “What surprised us was that there was no announcement or even a sign to put the seat belt on. There was panic because the cabin crew looked clueless when the oxygen masks fell,” said Amit Relan (36), another passenger.

In a statement issued to the media, Jet Airways said, "Jet Airways flight 9W 697 Mumbai to Jaipur of September 20, 2018, made an air turn back due to loss in cabin pressure. The B737 aircraft, with 166 guests and five crew landed normally in Mumbai. All guests were deplaned safely and taken to the terminal."

“During a climb, the crew forgot to select bleed switch due to which cabin pressurisation could not be maintained. As a result, oxygen masks got deployed”, the official at aviation regulator, Directorate General of Civil aviation (DGCA), said.

The airline arranged an alternate flight at 10.30 am for the passengers to go to Jaipur. The passengers alleged that they were not offered food or water for hours.

**(20
Marks)**

- i. Comment on the above situation. Why it is important to have a strong service recovery strategy? What are the benefits to a company of having an effective service recovery strategy?
- ii. Can, in this case, service recovery be converted as a profitable art?

Question 2 How is information search behaviour different in case of services as compared to goods? What impact they have on Service Encounter? Explain giving suitable examples.

(10

Marks)

Question 3 A What can be achieved internally and externally with the introduction of service guarantees?

(5 Marks)

B Analyze the level of service orientation in any given service firm and determine the need for internal marketing. Also, discuss internal marketing process w.r.t service profit chain.

(5

Marks)

Question 4 Describe and give an example of how servicescapes play each of the following roles:

- Package,
- Facilitator,
- Messenger, and
- Differentiator

(10Marks)

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