

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM- R.M (Batch 2017-19), Tri-IV
Sub: RETAILING OF SERVICES

(End-Term Examination)

Date of Exam: September 24, 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 Give a brief analysis of the Case '*Calveta Dining Services, Inc.: A Recipe for Growth?*' and answer the following questions: **(20 Marks)**

- What role have Calveta's values played in the organization's success to date? Does its operating approach offer a sustainable competitive advantage?
- Why haven't other food service providers copied Calveta's approach? Elaborate.
- Given Calveta's communication and internal organizational challenges, how important will internal marketing be to maintain growth and culture? How, if at all, should Calveta's organization structure be changed to preserve company culture and support future growth?
- Should Frank Calveta move forward with an expansion into the Hospitality sector? With the proposed acquisition? Why/ Why not?

Question 2 **A)** In most service jobs, the real cost of turnover is the loss of productivity and decreased customer satisfaction. Comment with suitable examples from the Retail Sector. **(7 Marks)**

B) What does 'marketing cannot be organized in a service firm, but instead has to be instilled in the organization' mean? Justify your answer suitably. **(6 Marks)**

C) Service organizations need to map their business processes. Why? Create a service map for any service of your choice. **(5 Marks)**

Question 3 Why managers often hesitate to invest in quality improvements in services? What are the benefits (for customers and the organization) of a service recovery approach? How can the effects of service recovery be understood as customer perceived justice? (12

Marks)

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