

K.J. Somaiya Institute of Management Studies & Research
Course : PGDM- R.M (Batch 2016-18), Tri-IV
Sub: RETAILING OF SERVICES

(End Term Examination)

Date of Exam: September 16, 2017 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 ‘**Rockland Hospitals Innovating Health Care in India**’ and answer the following questions: **(25 Marks)**

- i. Who are Rockland’s customers? Examine the business model at Rockland hospitals.
- ii. Does the Rockland’s service model deliver value to its customers? Identify the key strengths and weaknesses in the model.
- iii. How is the health care sector poised in India in 2014? What opportunities exist in the current and future scenarios? What could be the potential challenges that a health service provider faces when it comes to retailing of services?
- iv. Rajesh Srivastava is considering various options for growth. Evaluate the feasibility of these options in light of Rockland’s current business practices and corporate philosophy. Which one would you recommend to Srivastava? Justify your answer.

Question 2 **A)** Justify the statement, ‘successful companies’ needs to engage customers through “Omni-channel” retailing’. How you monitor and maintain quality of services in such case. **(8 Marks)**

B) How important has social media become for the artistic and entertainment world in general and for Calle 13 in particular? In case of service failure(s) in such services, what would be an appropriate service recovery technique? **(7 Marks)**

Question 3 Analyze the level of service orientation in any given service organization,

and determine the need for internal marketing. Also, discuss which internal marketing processes and activities might function well for the example you have given.

(10 Marks)

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