

Semester: Dec 23 – Apr 24		
Maximum Marks: 25 Examination: ETE Exam Date: 25/04/2024 Duration: 1:30 Hrs		
Programme code: 17 Programme: PGDM EXE	CLASS: SY	Semester/Trimester: III
College: K J Somaiya Institute of Management	Name of the department/Section/Center: Marketing and IB	
Course Code: 117117E310	Name of the Course: Services Marketing	
Instructions:		
<ol style="list-style-type: none"> 1. Support your answers with suitable theories and examples. 2. All questions are compulsory. 		

Question No.		Max. Marks
Q 1.	<p>Analyze the case and answer the following questions:</p> <p>Business travellers Mr Ghanshyam Das and Mr Rohit Narang experience poor service from a hotel in Bangalore in Electronic City. They decided to create a video to vent their frustrations. They intended to chronicle the “shabby treatment” they received at a Golden Star Hotel while on a business trip. They sent the video to two hotel managers, their clients from the city, and a few of their friends. The footage” Yours is a Very Bad Hotel” went viral within a fortnight.</p> <p>The trouble began one early morning that July when two business consultants, delayed in their arrival at the Golden Star Hotel because of a late-arriving flight, multiplied by the unusual traffic, stepped up to the front- desk at about 1:35 am with a confirmation and message for late arrival. Unfortunately, the hotel was overbooked, and their rooms were given away hours earlier. Although disappointed, they understood. “These things happen, and we didn’t expect miracles”, recalled Mr. Narang. However, being frequent travellers and having been in the hotel for several visits, they expect an apology and a prompt resolution from the employee present then. Instead, as they showed in the video, they received” insolence plus insults” and, eventually, ‘dumped’ into two smokers’ rooms 30 minutes away in the further downtown area where they had scheduled the meeting later that early morning in the hotel.</p> <p>Once disappointed travellers returned to their hometown; they detailed their frustrations. The two had created and emailed the video to the hotel managers; they encouraged the five extra people to whom they sent the video to “share it with a few of your friends”, anticipating that no more than a few dozen fellow travellers would ever see the video. Instead, the response ‘percolated beyond their wildest dreams, recalled Mr Das.</p> <p>Mr Das and Mr Narang received hundreds of emails and comments along with the request from one of the leading business schools and hospitality companies to use the video as an example of “customer service has gone horribly wrong”. Various hotel management firms provided a list of actions to improve employee training and overbooking policies.</p> <ol style="list-style-type: none"> i. Why is it essential for a service organization to have a strong recovery strategy? ii. What would you have done if you were on the management team at Golden Star Hotel? 	15
Q 2.	<p>Ferns ‘n’ Petals, established in 1994, is the country’s only branded chain of retail flower shops and provides a one-stop solution for everybody’s floral needs. It caters to the following: i) Online purchase of flowers for any occasion, ii) Online purchase of floral decor for weddings/ parties/ events, and iii) Fresh flower delivery across India and abroad for offices/ corporate.</p> <p>Discuss the structuring of the service process. How can evidence be employed to create service differentiation and add value to the customers?</p>	10

