

Semester: October - December 2024		
Maximum Marks: 50	Examination: End Term Examination	Duration: 3 Hrs.
Programme code: 01	Class: SY	Semester/Trimester: V
Programme: MBA-Minor Marketing		
College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: Marketing and International Business
Course Code: 217P01M544	Name of the Course: Services Marketing	
Instructions: <ol style="list-style-type: none"> 1. Question 1 is compulsory. 2. Start every question on a new page. Attempt <u>ANY TWO Questions</u> from Q 2 - Q 4 3. Support your answers with suitable theories and examples. 		

Date: January 16, 2025

Question No.		Max. Marks
Q1	<p>Analyze the case of Air India: The Image Damage of "Pee-Gate" and answer the following questions:</p> <p>A. Analyze the pee-gate incident. What alternative approaches could Air India have taken to handle it more effectively?</p> <p>B. What are customer service expectations for airlines like Air India? How have these expectations evolved, and what strategies can a company employ to manage them effectively?</p> <p>C. How can Air India prevent such instances in the future?</p> <p>D. What measures can Air India adopt to restore its brand image following the pee-gate incident?</p>	20
Q2	<p>Flipkart: The Growth Strategies of India's First Billion Dollar.com Company</p> <p>Flipkart, the first Indian Internet company to be valued at a billion dollars, faced a competitive threat at the end of 2012 with the entry of global e-retail giants into India and the surge in the number of Indian e-stores. Flipkart – launched in 2007 as an e-retailer of books by Binny Bansal (Binny) and Sachin Bansal (Sachin), ex-employees of Amazon – had gradually expanded to include a wide range of products, including electronics, shoes, apparel, and home furnishing. Sachin and Binny stated that they saw huge opportunities in the Indian e-commerce market to expand their business. By the end of 2012, Flipkart was among the top 20 Indian websites, according to Alexa Rankings, a global company studying online traffic ratings. It was the largest online bookseller in India with over 11 million titles. The e-commerce market in India grew from \$2.5 billion in 2009 to over \$14 billion in 2012. The healthy growth of the Indian e-retail market attracted international e-retail companies like Amazon, eBay, and Alibaba to venture into India. As foreign companies started doing the groundwork to establish their e-retail stores in India, many marketers opined that Flipkart might face huge competition once these companies started their operations in the country. Though there was no dearth of opportunities for the Indian e-retail market, some problems were hindering its growth.</p> <p>Discuss the strategies adopted by Flipkart for its growth. How did Flipkart face competition?</p>	15
Q3	<p>Ms. Shikha values personalized service and expects a relaxing experience at a high-end salon for a haircut and styling session. However, the salon was crowded, and the stylist seemed rushed. Although the final haircut was satisfactory, the overall experience left</p>	15

	<p>Ms. Shikha feeling stressed and undervalued.</p> <p>Discuss the managerial implications of the service encounter stage in ensuring customer satisfaction. How could the salon better manage this stage to align with Ms. Shikha's expectations?</p>	
Q 4	<p>Select a service of your choice and create a detailed service blueprint. Explain the various elements of the blueprint and discuss how this tool can help organizations manage and improve service processes. Elaborate and identify key touchpoints and the moments of truth that act as critical incidents.</p>	15