

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Vidyavihar, Mumbai- 400077

Program: MMM (Batch 2018-21), Sem-3rd
Subject: Services Marketing
(End Term Examination)

Maximum Marks: 50
Duration: 3 Hours

Date: 18th Nov; 2019

Instructions

1. Question no. 1 is compulsory
2. Attempt any **FOUR** from Question no. 2 to Question no. 6
3. Answer to each new Question to be started on a fresh page
4. State relevant examples wherever applicable

QUESTION 1

(10

Marks)

Read the case and answer the questions given at the end. Use suitable tools to analyze the case.

CASE: HOUSING.COM

Housing.com was a Mumbai-based online real estate listing company that verified the authenticity of every property listing on its website. Despite proving itself as a threat to big players in India's online property portal space, it was struggling to establish itself as a preferred option among brokers. Conflicts of interest between sellers (i.e., brokers, builders, developers, and landowners who listed property online) and buyers (i.e., end-users who searched the website for property) were a matter of concern, with the industry characterized by information asymmetry and a lack of transparency. With the verification of listings, Housing.com was adding value for buyers but also compromising on time and the number of listings on the portal. Property dealers (sellers) were complaining that the procedure for getting properties listed on the site was long and tedious compared to competitors' sites.

The sellers were not happy about the photographs taken of their properties. A broker said, "Every year I pay at least \$ 4,800 to these web portals as subscription fees, but the leads generated are very small in number, especially on Housing.com. In fact, it has been eight months since I got registered on Housin.com, and I have not been able to generate many leads. "When asked whether he would like to renew his subscription, the broker said, "we get a greater number of leads from 99acres.com and Indiaproperty.com, and they are more approachable, convenient and fast. Hence, I might not re-subscribe (to Housing.com) for the next year." Value-added services - such as verifying property listings - needed to be backed up with an emphasis on listings and an increase in traffic.

(a) What should Housing.com do to increase the listings on the website? Highlight the

gaps in current services offered to the seller and buyer segment by Housing.com and explain how the gaps can be filled.

QUESTION 2

Write Short Note on Any Two of the following: (10 Marks)

- (a) Service Encounter
- (b) Blueprinting – A Powerful Tool for Identifying Fail Points
- (c) ‘The three stage model of service consumption’
- (d) Dimensions of service quality

QUESTION 3

(10

Marks)

Answer the following: Any One

- (a) Describe the consumer’s decision process in the purchase of healthcare services.
- (b) Operational efficiency is one of the most crucial elements for the success of catering organizations. How far do you think this statement holds good? What aspects should a food delivery company “SWIGGY” keep in mind to effectively manage its operations?

QUESTION 4

(10

Marks)

Answer the following Any One:

- (a) What are the various target-marketing strategies that service providers use? Identify the strategy used by “Vistara Airlines”.
- (b) The human interface is critical for many service firms. Sometimes customer loyalty to employees is greater than loyalty to the firm. How would you minimize customer defections to departing employees?

QUESTION 5

(10

Marks)

Answer the following Any One:

- (a) Why are social media marketing like Facebook, Twitter and YouTube so important in service firms? Are they important in product firms?
- (b) What special customer services issues does a telecom firm's management face? How do these issues differ from customer service issues satellite TV service providers' face?

QUESTION 6
Marks)

(10

Answer the following Any One:

- (a) What do you understand by 'Positioning'? What are the positioning alternatives for ad agencies? Explain with the help of suitable examples.
- (b) Do you think that physical evidence really matters in services? Give reasons. What decisions relating to the elements of physical evidence are to be taken by Coffee House?

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