Course Name:	Services Marketing	Course Code	MMS - M-307
Roll No.		Marks	**60**
Total No. of Questions	6	Duration	**3 Hours**
Total No. of printed pages	3	Date	13-02-2023

CO1: Define various key terminologies covered in the syllabus of service marketing.

CO2: Explain concepts of Demand, Customer complaints, Service Quality, service recovery and CRM process in service marketing context.

CO3: Apply concepts of service quality gaps, capacity constraints, customer satisfaction tools and service failure conditions for various sectors.

CO4: Analyse consumer behaviour, demand capacity variations, productivity and quality gaps in different service industries.

CO5: Evaluate service experience, quality gaps, marketing mix decisions, new practices and quality issues to facilitate decision-making in service organisations.

Instructions: -			Marks	BL	CO
Q. No 1 (All Questions are Compulsory)					
Q. No.		Questions			
Q. 1		Case/Case-let Study (500-800 words) **MakeMyTrip**			
		MakeMyTrip (MMT) was founded in the year 2000 by a Delhi based entrepreneur Deep Kalra who is an MBA from IIM Ahmedabad. He had started the professional journey of his career in ABN AMRO bank and worked for 3 years. He further experimented with his entrepreneurial skills by working with AMF Bowling for setting up bowling alleys in India. He couldn't get much success in it and soon he left that and joined GE Capital as Vice president-Business Development in 1999. This was that time when he was exploring the internet and its great potential in impacting our day-to-day life. When he was planning to book a Thailand holiday, he realized that different competitive price options were available on the internet but there wasn't any intermediary involved in the process. This thought prompted him to try for entrepreneurship again with a different idea and finally, in April 2000, MMT was introduced. The journey of the brand initiated in the US-India travel market where the various range of services was offered from products and services creating the best value supported by technology and comprehensive customer support. Once the brand positioned itself in that market as offering transparent and reliable services, it further started its operations in India in 2005. Ever since then, MMT has been providing a convenient way for online travel booking and quick access to services in a few clicks. With time,			

the brand has introduced a lot of diversified online and offline products and services for its customers. MMT works on B2C (Business to customer) business model in which they facilitate their customers through booking their tickets online as it only requires a single click of the mouse to avail of a wide range of products and services of the brand. To save the valuable time of their customers in planning for holidays, they also offer different holiday packages. Other than the B2C business model, MMT has also launched the MyBiz model to extend its services for corporate travels. Businesses are able to manage their travel schedule and accommodation facility for their employees using different features of MyBiz like single dashboard system, Central payment processing through MyBiz wallet, and quick refund facility to MyBiz wallet on booking cancellations, etc.

However, troubles began to brew after Covid-19 lockdown. The company's revenue fell by 95.5 percent during the second quarter. MMT started cutting down on variable costs such as marketing budget, etc. When that did not suffice, the hardest part came in – slashing fixed and semi-fixed costs. The company did pay cuts and laid off 10% employees.

While the pandemic years severely dented MMT core operations, the online travel agency (OTA) used the last two years to prepare for the time when the pandemic would end. MMT has not only expanded its core business, taking its operations to 400 more cities in the past two years, but it has also added six new verticals to its business.

In the last two years MMT has launched a number of new platforms. "My Partner" platform, which is a platform for travel agents, was launched to address the B2C demand in India. MMT enhanced its corporate platform called "MyBiz", which we had started in 2018, but was significantly enhanced in the last two years. MMT invested manpower and significantly enhanced the capabilities of "Quest to Travel" subsidiary during the pandemic. "Quest to Travel" was only offering flight products earlier, so integrated and started offering hotels on that platform. MMT also built a platform called "Trip Money" which is a travel fintech initiative that has three verticals. On "Trip Money" platform MMT offers insurance products, lending products like 'book now pay later', EMI (equated monthly installment) solutions and also offer foreign exchange trading. Last but not the least MMT also launched an API (application programming interface)-based capability called "My Affiliate". With "My Affiliate", MMT is powering many other verticals in the market. The first, important one is Amazon Pay. Amazon Pay's travel platform is powered by MakeMyTrip.

The future of the travel industry has altered drastically because of the COVID-19 pandemic. Several trends will now see the light of the day. First, a rise in cancellation policies. The second change is an increase in hygiene and safety norms,

		and the third is the rediscovery of India. People have realised that there are so many beautiful places in India to travel to. Additionally, the infrastructure has really improved. The fourth, is the rise in staycations and homestays. The last is making travel sustainable and greener, which includes driving initiatives that focus on eliminating the use of single-plastic and encourage planting more trees. In the coming years it will be evident how does MMT addresses these trends.			
	a.	Analyze MMT case for the strategies to address demand variations and improving productivity to tackle pandemic challenges.	6	Level 4	CO4
	b.	Evaluate the success potential of service marketing mix decisions implemented by MMT and suggest possibility of new developments to address future trends.	6	Level 5	CO5
Q. 2		Answer **Any one** from the following.			
	a.	Evaluate the key success factors of Uber and AirBnB with respect to satisfaction of customer needs through new developments in services.	6	Level 5	CO5
	b.	Recommend suitable strategies to close probable Interpretation gap and Delivery gaps in the online education services.	6	Level 5	CO5
Q. 3		Answer **Any one** from the following.			
	a.	Analyse the differences between "Mental Stimulus Processing" and "Information Processing" services through relevant example from an industry of your choice in service sector.	6	Level 4	CO4
	b.	Differentiate between external communication and perception gap for hospitality sector and relevant strategy to close each gap.	6	Level 4	CO4
Q. 4		Answer **Any two** from the following.			
	a.	Apply SERVQUAL to elaborate the five service quality dimensions for hotel industry.	6	Level 3	CO3
	b.	Develop service blue print to explain the service delivery process of any banking service for a customer.	6	Level 3	CO3
	c.	Make use of Fishbone diagram for identifying root cause of flight delays in the airline industry.	6	Level 3	CO3
Q. 5		Answer **Any two** from the following.			
	a.	Classify the four types of service processes with suitable example for each.	6	Level 2	CO2
	b.	Explain CRM strategies in services for customer acquisition, retention and extension in any service category of your choice.	6	Level 2	CO2
	c.	Illustrate the Leaking Bucket Theory for customer gain and loss in the service business.	6	Level 2	CO2
Q. 6		Answer **Any two** from the following.			
	a.	What do you understand by Moment of Truth, Customer complaint, and Service Failure? Give suitable examples.	6	Level 1	CO1
	b.	Define the Search, Experience and Credence quality of services.	6	Level 1	CO1
	c.	How does services differ from products? List any three key characteristics of services.	6	Level 1	CO1