<table>
<tr><td colspan="6" align="center">**VPM's**
DR VN BRIMS, Thane
Programme: MMS (2022-24)
Third Semester Regular Examination January - February 2024</td></tr>
<tr><td colspan="2">**Course Name:**</td><td>Service Marketing</td><td>**Course Code**</td><td colspan="2">M-307</td></tr>
<tr><td colspan="2">**Roll No.**</td><td></td><td>**Marks**</td><td colspan="2">**60**</td></tr>
<tr><td colspan="2">**Total No. of Questions**</td><td>6</td><td>**Duration**</td><td colspan="2">**3 Hours**</td></tr>
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Course Outcome Statements:

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 Study **Airbnb: Revolutionising the hospitality industry**			
		Founded in 2008, Airbnb is a marketplace where people share private spaces all over the world to be rented for the short term. The spaces are mostly apartments, villas, houses or castles for a unique travel experience available at various prices, and have grown in more than 81,000 cities and 191 countries of the world. The idea of Airbnb originated when founders Brian Chesky and Joe Gebbia realized an opportunity in renting out an air mattress in their living room to people visiting San Francisco for a conference. The idea then evolved to become a platform that offered short-term living quarters, breakfast and a business networking opportunity for those who were unable to book a hotel because of saturation in the market. In February 2008, Brian Chesky contacted his former roommate Nathan Blecharczyk, for developing the website which was named AirBed & Breakfast. Nathan Blecharczyk joined as the Chief Technology Officer and the third co-founder of the new venture. The official site Airbedandbreakfast.com was launched on August 11, 2008. With a clear goal, seed funding of $20,000 and a better work structure, founders of the start-up decided to travel to New York- where a majority of their community was located. Airbnb focused on developing relationships by uploading high-quality images of the properties, creating an unforgettable experience for its customers and guiding the hosts to engage the guests in the best homestay experience. Airbnb is an aggregator-based business model. The hospitality brand does not own any property and yet is amongst the largest accommodation providers. Airbnb's			

| | | business model is based on the needs of the community, which is simple, innovative and effective. Having the relevance of an economy-based model, the online platform serves the two categories of audiences. Under the 1st category, Airbnb enables owners to list their property on the website to earn revenue by renting it out, and under the 2nd, travellers looking for accommodation can choose from the properties listed on the Airbnb website.

Customer satisfaction and low rental prices are the main factors which have led Airbnb on its path of success. The brand has set its own set of community standards and they are mandatory to be followed by owners of the spaces. An aggregator-based model always makes profits from various sources.

Aribnb's success lies in the fact that people have adopted the brand among the favourable choices. As they strive continuously to create special and memorable experiences for the customers, challenge lies in the pursuit of service quality excellence, rising customer expectations and ensuring highest degree of customer satisfaction. | | | |
|---|---|---|---|---|---|
| | a. | **Analyse** the services of Airbnb with respect to attributes of their services which consumers evaluate at various stages of service consumption i.e. Pre-purchase, Service Encounter and Post Purchase stages. | 6 | **Level 4** | **CO4** |
| | b. | **Determine** suitable strategies for ensuring service quality by Airbnb across the five dimensions of SERVQUAL model. | 6 | **Level 5** | **CO5** |
| **Q. 2** | | Answer **Any one** from the following. | | | |
| | a. | Recently, there has been a surge in delayed flights at Mumbai airport which results into passenger inconvenience and chaos at the airport. **Justify** the probable root cause for the flight delays through Fish-bone diagram. | 6 | **Level 5** | **CO5** |
| | b. | The way Uber and Ola has disrupted traditional taxi services and revolutionized urban mobility with its level of convenience, coupled with transparent pricing and the ability to track drivers in real-time is commendable. As it deploys peer-to-peer marketing, there is always a probability of service quality gaps. **Recommend** suitable strategies to address any three service quality gaps by Uber/Ola. | 6 | **Level 5** | **CO5** |
| **Q. 3** | | Answer **Any one** from the following. | | | |
| | a. | **List** various strategies for restaurant services in the following situations:
   i.   Shifting demand to match capacity when demand is high
   ii.   To Adjust Capacity to match demand in low demand situation | 6 | **Level 4** | **CO4** |
| | b. | **Distinguish** between the 'Search', 'Experience' and 'Credence' qualities of services that influence consumer behaviour in Healthcare services. | 6 | **Level 4** | **CO4** |
| **Q. 4** | | Answer **Any two** from the following. | | | |

	a.	**Develop** service Blueprint of Banking service for a customer experience of bank account opening process.	6	**Level 3**	**CO3**
	b.	**Identify** various service quality improvement aspects for Indian Railways for passenger commuting services based on search , Experience and Credence Qualities.	6	**Level 3**	**CO3**
	c.	**Apply** the concept of Service Marketing Mix and 7 Ps to the hotel industry services.	6	**Level 3**	**CO3**
Q. 5		Answer **Any two** from the following.			
	a.	**Classify** various types of service processes with a relevant example for each.	6	**Level 2**	**CO2**

	b.	**Compare** the following types of Service Quality Gaps:
		   i. Knowledge Gap and Standard Gap
		   ii. External Communication Gap and Interpretation Gap
			6	**Level 2**	**CO2**

	c.	**Explain** various aspects and different phases of CRM (Customer Relationship Management) in the context of services?	6	**Level 2**	**CO2**
Q. 6		Answer **Any two** from the following.			
	a.	**Which** are the various characteristics of services? Relate suitable example for each.	6	**Level 1**	**CO1**
	b.	**Define** the concepts of Moment of Truth, Critical Incident and Service failure.	6	**Level 1**	**CO1**
	c.	**What** is Leaking Bucket Theory? **Relate** with Service Marketing.	6	**Level 1**	**CO1**