

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2023-25)**  
**Third Semester Regular Examination December 2024**

<b>Course Name:</b>	<b>Services Marketing</b>	<b>Course Code</b>	<b>MMS-M-307</b>
<b>Roll No.</b>		<b>Marks</b>	<b>60</b>
<b>Total No. of Questions</b>	6	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	3	<b>Date</b>	<b>06/12/2024</b>

**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)

<b>Q. No.</b>	<b>Questions</b>	<b>Marks</b>	<b>BL</b>	<b>CO</b>
<b>Q. 1</b>	<b>Case/Case-let Study</b>			
	<p>MakeMyTrip, founded in 2000 by Deep Kalra, is one of India's leading online travel agencies (OTA), offering a vast suite of travel services, including flight bookings, hotel reservations, and holiday packages. It has grown exponentially and become a household name in India's travel industry by focusing on user-friendly platforms and exceptional customer service. As the travel market became digital, MakeMyTrip needed a product that could easily handle high traffic, process thousands of bookings daily, and cater to customers across multiple travel categories. They found that India had no online platform where travelers could easily compare prices, choose from various travel options, and book everything in one place. Moreover, the process of booking international flights from India was often complicated. Travelers had to deal with multiple agents or airlines, which was time-consuming. MakeMyTrip identified this gap and aimed to simplify it by offering a one-stop shop for travel bookings. Initially, the company focused on Indians traveling abroad, especially to the US. By 2005, international flights made up over 70% of their bookings. This international focus allowed them to grow while waiting for India's domestic online travel market to develop.</p> <p><b>Key Decision-Making Factors:</b></p> <ul style="list-style-type: none"> <li>Indian travelers needed a platform that could handle all their travel needs in one place. MakeMyTrip allowed users to book flights, hotels, and even holidays through a single platform.</li> </ul>			

- Since online shopping was new in India, people were cautious. MakeMyTrip worked hard to build trust by offering transparent pricing and secure payment methods.
- The company integrated with major airlines and hotel chains worldwide, providing various travel options to attract international travelers.

By analyzing international and domestic markets, MakeMyTrip positioned itself as the go-to platform for Indian travelers, setting the stage for its future success.

Implementing MakeMyTrip's platform needed a vast approach to ensure it could handle all the needs of the travel industry while connecting with several airlines, hotels, and payment gateways was a challenge.

The company began by partnering with major airlines, including Air India, Jet Airways, and Emirates, to ensure real-time availability of flights.

This integration was crucial to give users accurate data, especially for last-minute bookings and cancellations. The platform also established partnerships with over 80,000 hotels worldwide.

The company faced one of its biggest hurdles in scaling the platform to handle large traffic spikes, especially during holiday seasons like Diwali and Christmas, when the number of users surged.

The technical team worked hard to develop a robust infrastructure that could handle thousands of simultaneous transactions without slowing down the system.

They chose cloud-based solutions that allowed them to scale up server capacity when demand was high. As a result, MakeMyTrip could handle millions of users during peak travel periods without heavy disruptions.

In India, people use several payment methods, including credit cards, debit cards, net banking, and, increasingly, mobile wallets. MakeMyTrip integrated with all major Indian payment gateways to let travellers pay in any payment method they want. This also involved going through SSL encryption and PCI-DSS compliance for security to build customer trust in their platform. They also worked with international payment gateways to ensure foreign travellers could easily make payments for Indian bookings.

The average time taken to complete a booking on the mobile app is less than 3 minutes, a vast improvement from the 15-20 minutes it took in the early 2000s.

By 2021, they reduced the average refund time from 10 days to 72 hours for most bookings, and the user base has expanded from 6 million active users in 2015 to over 44 million in 2023.

MakeMyTrip's story shows the power of customer-centric innovation, mobile-first plans, and continuous technological advancement. They have become a leader in the online travel industry by focusing on personalized experiences, simplifying processes, and adapting to market trends.

	a.	Considering the travel booking industry for MakeMyTrip, the demand surges during peak holiday season, <b>Analyze and list</b> various strategies of: (i) Shifting demand to match capacity (ii) addressing service quality as per customer expectations.	6	Level 4	CO4
	b.	<b>Determine</b> any three types of service quality gaps that were identified by MakeMyTrip and how it has resolved them successfully.	6	Level 5	CO5
<b>Q. 2</b>		Answer <b>Any one</b> from the following.			
	a.	<b>Compare</b> any three methods of measuring service quality used by Service Quality Information Systems to assess service quality of hotel services.	6	Level 5	CO5
	b.	<b>Evaluate</b> the optimal yield choice for the following scenario:  An airline operating a flight with 200 seats at a price of INR 10,000 for Mumbai – Delhi flight. Only 80 seats get sold at this full rate. If the airline provides 50% discount all the tickets get sold. <b>Determine</b> the right yield management strategy for variable pricing so that optimal yield in terms of revenue is obtained by airline service.	6	Level 5	CO5
<b>Q. 3</b>		Answer <b>Any one</b> from the following.			
	a.	<b>Analyze</b> the consumer behaviour in services with respect to its 'Search', 'Experience' and 'Credence' qualities for a healthcare service.	6	Level 4	CO4
	b.	<b>Compare</b> the following service quality gaps with relevant example for each: (i) Knowledge Gap and Standard Gap (ii) Perception Gap and Interpretation Gap	6	Level 4	CO4
<b>Q. 4</b>		Answer <b>Any two</b> from the following.			
	a.	<b>Apply</b> the steps in consumer buying behaviour for services to buy air tickets for travelling to Srinagar from Mumbai.	6	Level 3	CO3
	b.	<b>Make use of</b> 'Fish bone diagram' for identifying the root cause of wrong parcel delivery for courier services.	6	Level 3	CO3
	c.	<b>Utilize</b> the concept of 7Ps of service marketing mix to any QSR (quick service restaurant) brand of your choice.	6	Level 3	CO3
<b>Q. 5</b>		Answer <b>Any two</b> from the following.			
	a.	<b>Explain</b> the five dimensions of measuring Service Quality through SERVQUAL model with suitable example of your choice.	6	Level 2	CO2
	b.	<b>Classify</b> any three hard measures of service quality with its application in any service industry.	6	Level 2	CO2
	c.	<b>Illustrate</b> a service blueprint with its various components for any service of your choice.	6	Level 2	CO2
<b>Q. 6</b>		Answer <b>Any two</b> from the following.			
	a.	<b>How</b> does 'Leaky Bucket Theory' describe analogy of customer gain and loss for a service organization?	6	Level 1	CO1
	b.	<b>What</b> are the key differences between 'Product' and 'Service'?	6	Level 1	CO1
	c.	<b>List</b> various applications of 'Service Blueprints'.	6	Level 1	CO1