JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	Services Marketing		Course Code	MKT403
Max. Time	2 hours		Max. Marks	40 MM

INSTRUCTIONS:
a. Please answer all four questions. Each question carries 10 marks
b. Please write in point form where ever possible

1. Due to the intangibility of services, customers often have trouble evaluating the quality of service objectively. As a result, they rely on the physical evidence that surrounds the service to help them form their evaluations.

    (a) Imagine your last visit to a multiplex for a movie. List down all the 'servicescape' and 'other tangible' aspects provided by the multiplex, during the entire experience. **(4 marks)**
    (b) Propose suggestions on two 'servicescape' and two 'other tangible' aspects to make them more effective. **(6 marks)**

2. Assume you manage a winter ski resort in Manali

    (a) Discuss the underlying pattern of demand fluctuation likely to occur at your resort and the challenges it would present to you as a manager. Is the pattern of demand predictable or random? **(4 marks)**
    (b) Propose with examples two capacity oriented measures that you would take to smooth the peaks and valleys of demand. **(6 marks)**

3.   **Read the following case and answer the questions given at the end**: Health-tech startup DocTalk Solutions Inc. was launched as a cloud-based app. It was based on the premise that many times patients visited a doctor but did not have their medical history with them perhaps because they may have moved geographies or changed a doctor. Generally, in India, each doctor provides the patient with a file to keep, thus gaining an easily accessible medical history when the patient visits again. However this manual system doesn't take into consideration going to different doctors or going in for different needs or the patient forgetting to file altogether. Through DocTalk, doctors could communicate directly with patients on treatment life-cycle and prevent leakage of patients thus saving up on revenue that would have been lost otherwise. It also helped patients to communicate with their respective doctors regarding their problems via chat, take prescriptions and health certificates too from home itself, without standing in any queue. The app had an electronic medical record (EMR) solution, which enabled doctors to write prescriptions digitally and provides customised prescription templates. It worked on the subscription model – it charged an 'initiation' fee from doctors and a 'subscription' fee from patients. The subscription could be monthly, quarterly or annual. The company tried selling this

new service to doctors and also managed to collaborate with leading health institutes and well known doctors to some extent. It allowed patients to send messages to their doctors, store medical files, save prescribed medications, and ask for detailed prescriptions if needed. It also allowed patients to send voice recordings to doctors. However, despite such features, doctors found it difficult to follow-up with their patients and maintain records. Another challenge was that there were also competitor apps like Practo, Mfine, Lybrate, and Doctor Insta proving to be tough to bear in the market. Eventually DocTalk Solutions saw a decline in the number of doctors using the app and subsequently there was a drop in patient user numbers and the company could not remain sustainable. Imagine you are the marketing head at DocTalk.

Develop a broad plan for doctors covering
    (a) Relationship Marketing **(5 marks)** and
    (b) Customer Loyalty Management **(5 marks)**

via which you will ensure sustainability of the business.

4. Service brands need to overcome several service communication challenges. Taking any one single existing service brand as an example, discuss this brand's approaches on the following aspects

    (a) one approach for addressing service intangibility, **(5 marks)**
    (b) one approach for managing service promises, **(5 marks)**