

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (G/S/M)
FOURTH TRIMESTER (Batch 2016-18)
MID TERM EXAMINATIONS, AUGUST 2017

Course Name	Services Marketing	Course Code	MKT407
Max. Time	1 hour	Max. Marks	20

INSTRUCTIONS: Answer the following questions.

1. Prepare a service blueprint for the complete service process of your visit to a cinema hall where you buy tickets, watch movie and in the interval buy snacks from a cafeteria inside the premises of the hall.

8 marks

2. Consider following service: B-school education. Here a high level of customer participation is necessary for the service to be successful. Suggest some strategies that the provider may use to encourage effective customer participation.

6 marks

3. **'Randeep Honda & BBI launch Gym 99**

Bollywood actor Mr. Randeep Hooda, co-owner of Body Building India (BBI), the largest fitness and Supplements Company in the country on Thursday launched "Gym 99", a unique concept of pay and play, for the first time in India. Gym 99 will provide customers an option to pay just Rs. 99 to use best-in-class gym facilities across India. "This new concept of plug and play by Gym 99 by BBI will create unparalleled demand for new audience including college students, housewives, working professionals and businessmen. Many people have started to avoid gyms because they can't adopt to daily workout routine and some can't dodge work commitments, Gym 99 is meant for them. Our first gym will come up in Delhi and we are looking to expand to Mumbai, Bangalore, Kolkata, Pune, Noida and Gurgaon etc.," Mr. Randeep Hooda. Gym 99 would operate high-end premium gyms under value, premium and gold categories, each of which will have several fitness facilities. Anyone interested simply needs to pay off Rs. 99/-for an hour to avail gym facility. Gym 99 would issue workout smart card that would be refilled with hourly session passes by individuals. An individual would buy hourly session pass that would entitle him/her to workout at Gym 99 for an hour.'(Source: <http://health.economictimes.indiatimes.com/news/industry/randeep-hooda-bbi-launch-gym-99/58742602>)

Discuss the additional 3Ps in the expanded services marketing mix in the context of the above article.

6 marks