

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (SM)

THIRDTRIMESTER (Batch 2021-23)

ENDTERM EXAMINATION, April 2022

Course Name	Service Management	Course Code	20104
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Please answer all questions and all sub parts.
- Please write in point form where ever possible

Q1. Read the following caselet carefully and answer the following questions:

HDFC Bank MD and CEO Sashi Jagdishan apologised to the bank's stakeholders and customers after facing flak for repeated tech outages in the last couple of years and being barred by the Reserve Bank of India (RBI) from selling any new credit cards or launching new digital products. Admitting the glitch, Jagdishan said, "In the last couple of years our technological capability has been questioned, justifiably." Jagdishan, in a note in the bank's annual report for 2020-21, also acknowledged deficiencies in compliance, coupled with technology problems that led to regulatory actions. Offering a detailed apology on the recent outages, Jagdishan said, "As a bank we are certainly sorry for what has happened. And have taken this as an opportunity to improve and redouble our efforts to fix this problem for good." Customers are at the heart of everything we do. But every individual has to ask himself: Am I doing the right thing for the customer? Am I doing the right thing for the organisation? "

Imagine you have been appointed as HDFC's CEO and your first task is to solve this service failure i.e. repeated instances of downtime.

- Analyse** the 3 top priority steps that you will take in 'fixing the customer'? Explain each step briefly (**3*3=9 marks**)
- Analyse** the 3 top priority steps that you will take in 'fixing the problem'? Explain each step briefly (**3*3=9 marks**)

Q2. Many McDonald's restaurants are known to become quite crowded during dinner hours. **Analyse** a plan to:

- Reduce the actual crowding via two demand side solutions (**3*2=6 marks**)
- Reduce the actual crowding via two supply side solutions (**3*2=6 marks**)

Q3. Consider the Gap Model of Service Quality.

- Examine** Gap 1 with the help of an example. Also offer the service provider involved, a suggestion to overcome this gap (**2+3=5 marks**)
- Examine** Gap 2 with the help of an example. Also offer the service provider involved, a suggestion to overcome this gap (**2+3=5 marks**)