

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
IV TRIMESTER (Batch 2021-23)
END TERM EXAMINATION, NOVEMBER 2022

Course Name	Consumer Behavior in Services	Course Code	20139
Max. Time	2 hours	Max. Marks	40 MM

Instructions: Attempt all questions

Question 1

Geetanjali products Pvt Ltd. Decided to enter the world of cosmetics, perfumes, and personal care products. The strength of Geetanjali was its established business in natural juices and herbs. However, the key concern for the company was that it was not growing as expected. Hence, along with the natural juices and herbs, Geetanjali decided to enter into the domain of cosmetic industry. After launching the initial products, the company focused on continuously enhancing the product quality via research and development but did not bother their target markets.

After booking the annual loss of 60 lakhs from the business, they finally approached Markos consultants. Markos consultants started modernizing the products by investing 60 lakh Rs in new packaging and focused on the income and social factors of a target market. However, even after six months, the sale was not as expected. The head of Markos was angry with the situation, and now he has appointed you as a Chief consultant for this project.

A. How will you select the target market for Geetanjali Products? Build a segmentation strategy with the help of the following factors **(9 Marks)**

- i. Economic factors
- ii. Personal factors
- iii. Psychological factors

B. Recommend a strategy for Geetanjali Products to become successful in the market.

(8 Marks)

(PTA.....)

Question 2

Mr. Sandeep joined Sanco refrigeration company as Branch Manager-Direct Channel with a team of 15 Sales executives reporting to him directly. He had a very laid-back attitude and used to go to any heights to meet the monthly targets. The team working under him was less motivated and did not appreciate his working style. He was very authoritative and did not value clients or customer retention. According to him, once a deal is struck and you have sold him the refrigerators or air conditioners, that is it. There is no need to look back. Instead, concentrate on the next deal. This attitude has made the working conditions of all sales executives miserable.

Moreover, the existing clients would never give any referrals, as they have not received the right service. Sandeep's only motive was to make his team work in the way he wanted so he could meet deadlines and targets. After losing plenty of customers, finally, Sanco refrigeration company fired Mr. Sandeep and appointed you as an independent consultant. By using the concepts of consumer behaviour and service recovery-

A. Explain the customer gap (customer expectations vs. perceptions) (7 Marks)

B. Suggest possible service recovery strategies based on the types of complainers. (8 Marks)

- i. Passives
- ii. Voicers
- iii. Furious/ Irate
- iv. Activists

C. Set the goals of relationship marketing for the company's Platinum Tier and Gold Tier customers and create a strategy for the following (8 Marks)

- i. Acquiring
- ii. Satisfying
- iii. Retention
- iv. Enhancement