JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2021-23)

END TERM EXAMINATION, NOVEMBER 2022

Course Name	Services Marketing	Course Code	MKT 20123
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:
a. Please answer all three questions.
b. Please write in point form where ever possible

Q1) With the outbreak of the pandemic in March 2020 in India bigbasket- a key online grocery retailer faced many challenges and service failure. It had to adapt to problems such as deviations in online buying behaviour, manpower shortage, daily necessities inventory shortage. Panic buying emerged as a key disrupting factor as it has multiple repercussions such as: website crashes, demand disparity by product category and further aggravated the supply chain and manpower shortage issues. **Imagine** you were the Service Head at bigbasket in such circumstances and had been given the task to develop a broad plan for service recovery. **Develop** a plan clearly listing and briefly describing

(a) 3 measures to be taken towards fixing the customer **(3*2=6 marks)**
(b) 3 measures to be taken towards fixing the problem **(3*2= 6 marks)**

Q2). **Discuss** the following four scenarios in the context of an airline service. What are the challenges for management under each scenario?
a) excess demand,
b) demand exceeds optimal capacity
c) demand and supply are balanced,
d) excess capacity

(4*4=16 marks)

Q3) **Imagine** you have been appointed as Relationship Manager (Branch banking) with HDFC Bank. This is a role, focused on High Net Worth customers of the bank. The role of a Relationship Manager is, to enhance the existing relationship with HNI customers by analyzing his/her needs; and then cross-selling and up-selling of various products & services, such as Current/Saving accounts, Loan products & third party products like Insurance & Mutual funds.

Formulate a brief plan as how you intend to create the following with your customers

a) Social Bonds
b) Customization Bonds

Briefly explain
c)What is cross-selling. Explain with an example
d)What is up-selling. Explain with an example

(4*3=12 marks)