

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2023-25)
END TERM EXAMINATION, September 2024

Course Name	Services Marketing	Course Code	20123
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 news piece carefully and answer the questions below

Virat Kohli launched his gym chain, Chisel, in 2015. It was part of his collaboration with CSE (Cornerstone Sport & Entertainment) and the gym chain franchise Fitness and Lifestyle Group (FLG). The vision behind Chisel was to create a comprehensive fitness destination that aligns with Kohli's personal fitness philosophy, targeting the growing fitness-conscious population in India. Virat Kohli's Chisel is a premium fitness brand that reflects his personal commitment to health and wellness. The gym is designed to cater to fitness enthusiasts of all levels, offering a comprehensive range of services that extend beyond basic workouts. At the core of Chisel is a dedicated team of experienced fitness professionals, including certified trainers, nutritionists, and wellness experts. Each member of the team brings specialized expertise to guide individuals through personalized fitness journeys, ensuring that every member receives attention tailored to their needs.

To create an efficient and smooth experience for members, the brand has implemented a well-structured system for membership, workout scheduling, and progress tracking. Members can access personalized fitness plans and book training sessions through the Chisel app, ensuring convenience. The staff focuses on holistic fitness, combining physical training with guidance on nutrition, wellness, and mental health. The seamless integration of technology allows users to monitor their progress and receive feedback, enhancing the overall experience.

Chisel's physical environment is designed to motivate and inspire. The gym spaces are modern, clean, and equipped with state-of-the-art fitness machines. The interiors reflect a sleek and professional vibe, with plenty of natural light and open spaces, fostering a sense of calm and focus. Every location is thoughtfully planned, offering both functional training zones and relaxation areas. High-end amenities such as shower facilities, locker rooms, and lounges elevate the member experience, making Chisel not just a place to work out, but a wellness destination.

Source: The Economic Times, Business Today, and NDTV Sports

With reference to the above article

Elaborate on the importance of the additional 3Ps in the services marketing mix, in the context of the above article. (4*3=12 marks)

Q2. Case study: customer expectations of Virgin Trains

Virgin Trains is a brand that has had the major challenge of bringing the UK rail industry into the twentieth century. The company is responsible for linking towns and cities across the length and

breadth of the country with over 35 million passenger journeys each year. It has therefore undertaken a significant level of marketing research to identify what people expect from train travel. Many passengers have now had the experience of travelling on airlines or on overseas railways and as a result their expectations from long-distance train travel have increased. The research has highlighted the significant and highly diverse expectations that customers have of train travel. No longer is a seat and access to toilets and basic refreshments acceptable; passengers now expect – demand even – a choice of on-board meals, health-conscious snacks, reading material and entertainment. Business, and increasingly leisure, travelers also want access to the Internet and emails through on-board wireless Internet and the opportunity to use and charge their laptop and mobile. This clearly demonstrates that customer expectations of service performance do not remain constant. Organizations need to be aware of how these expectations are changing and adapt their service offering accordingly.

Using the Virgin Trains case as an example, discuss the factors that influence both the desired and predicted service expectations of customers. How should Virgin Trains manage these expectations to bridge the gap between desired and predicted service levels, ensuring customer satisfaction?"

(Source: <https://centreforaviation.com/>)

With reference to the above article

- a) Using the Virgin Trains case as an example, **discuss** the factors that influence both the desired and predicted service expectations of customers. (5 marks)
- b) **Elaborate** how should Virgin Trains manage these expectations to bridge the gap between desired and predicted service levels, ensuring customer satisfaction?" (5 marks)

Q3. IndiGo issues apology after flyers experience discomfort on Delhi-Varanasi flight

IndiGo Airlines apologized after passengers on a Delhi-Varanasi flight experienced discomfort due to a malfunctioning air conditioning system. The cabin temperature rose, causing panic and some passengers to faint. IndiGo attributed the issue to temperature fluctuations and assured that the crew assisted affected passengers. A similar incident occurred in June on a Delhi-Bagdogra flight, where high ground temperatures caused delays.

(Source: <https://economictimes.indiatimes.com/>)

As the newly appointed CEO of Indigo Airlines, your immediate focus is to address the service failure experienced on the Delhi-Varanasi flight where passengers faced discomfort. To ensure customer satisfaction and regain trust, you have to implement a recovery plan that addresses both the customers' concerns and the root cause of the problem.

- a) **Develop** three recovery initiatives that you will take towards 'fixing the customer'? Explain each initiative briefly (3*3=9 marks)
- a) **Develop** three recovery initiatives that you will take towards 'fixing the problem'? Explain each initiative briefly (3*3=9 marks)

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