



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2024-26)

END TERM EXAMINATION, OCTOBER 2025

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

INSTRUCTIONS:

- This is a closed book exam
- Please answer all questions and write the correct question number
- Please write in point form wherever possible

Urban Dine – The Premium Restaurant Experience Gone Wrong

Urban Dine is a premium restaurant chain known for its elegant ambience, curated menus, and promise of delivering a memorable dining experience. With branches in all major metros, the restaurant positions itself as a lifestyle dining brand rather than a mere place to eat. The prices are competitive for a fine dining space, but the brand focuses on superior service quality as its differentiator.

The CEO, Mr. Arjun Mehra, strongly believes that service quality, staff courtesy, and customer delight create loyal customers and help Urban Dine stand apart from casual diners.

However, he recently received the following email from a dissatisfied customer:

Dear Mr. Mehra,

I had heard a lot about Urban Dine from my colleagues and finally decided to celebrate my wedding anniversary there with my family on 10th August. The booking process was smooth, and your restaurant manager even promised a complimentary cake as part of the celebration package.

Unfortunately, the experience turned out to be quite disappointing. We were made to wait 40 minutes despite a confirmed reservation. When we were finally seated, the waiter was in a hurry and seemed impatient while taking our orders. The main course items we wanted were "unavailable" that day, and no one offered alternatives proactively.

The complimentary cake, which was supposed to be the highlight, arrived late, and to our shock, had the wrong name written on it! The staff apologized but seemed unconcerned about the emotional value attached to the occasion. Finally, to make matters worse, the bill contained items we had not ordered, and it took another 20 minutes to get the correction done.

All this left us with a bitter experience on what was supposed to be a special day. We felt let down and humiliated, especially after paying a premium price for what was marketed as a "luxury dining experience."

Sincerely,
Rohit Sharma (Marketing Head, Zenith Tech Pvt. Ltd.)

Q1) Discuss Mr. Sharma's expected service levels versus his actual experience with SkyLuxe Airlines. Further, Explain the key factors influencing both Desired Service and Adequate Service levels in this case. (3*2 = 6 marks)

Q2) Using the Gap Model of Service Quality (*Knowledge Gap, Standards Gap, Delivery Gap, and Communication Gap*), identify all four gaps in Urban Dine's service delivery. What specific measures would you propose to Mr. Mehra to bridge each of these gaps and ensure superior customer experience in the future? (4*2 marks = 8 marks)

Swiggy premium grocery delivery

Swiggy has launched a premium grocery delivery service called Swiggy Select, promising ultra-fast delivery of fresh fruits, vegetables, and gourmet items within 20 minutes. However, the company observes that despite its efficient operations, delivery times sometimes exceed the promised limit because many customers do not provide accurate delivery details, delay answering calls from delivery partners, or fail to be available at the time of delivery. The service team realizes that the customer's role in providing timely and accurate information is critical for seamless service delivery.

Q3). Discuss how Swiggy can design and implement strategies to enhance customer participation in ensuring timely, seamless, and high-quality service experiences. (6 Marks)

MakeMyTrip, India's leading online travel platform has rolled out an AI-based virtual assistant called Myra. It is a generative AI-powered trip planning assistant that guides users from travel discovery to booking and post-sales support. Launched initially in English and Hindi, Myra aims to make travel planning more intuitive and inclusive. While the system provides quick solutions for routine requests, frequent travellers complain that the AI fails to anticipate needs such as suggesting alternative flights during delays or offering contextual travel insurance options. This issue reduces customer delight and weakens loyalty in a highly competitive travel market.

Q4). Discuss how MakeMyTrip can enhance its AI-driven customer service to deliver personalized, proactive, and memorable experiences that strengthen customer loyalty. (4 Marks)

Luxury Spa & Wellness Retreat

Imagine a luxury spa and wellness retreat called "Serenity Escapes" located in the hills of Himachal Pradesh. The spa offers yoga sessions, Ayurvedic treatments, spa therapies, meditation classes, and organic meals. Recently, the management noticed fluctuations in customer satisfaction levels and occupancy rates.

The CEO now wants to understand how the unique characteristics of services affect the spa's marketing, customer experience, and operations.

Q5). Imagine how the four characteristics of services affect a luxury spa and wellness retreat like Serenity Escapes. Suggest simple ways to handle the challenges created by each characteristic.
(4*2 marks = 8 marks)

Urban Bites, a popular restaurant chain in Delhi, experiences a serious imbalance in customer flow. During weekday lunch hours (12:30 pm to 2:30 pm), the restaurant gets overcrowded with long waiting lines, delayed service, and frequent customer complaints about slow order fulfilment. However, after 3:30 pm, the restaurant remains almost empty until evening, with most staff and kitchen resources sitting idle. This inconsistent flow of customers is affecting both revenue and service quality.

Q6) Propose two ways in which Urban Bites can manage demand effectively during slow periods.
(2+2=4 marks)

Q7) Propose two ways in which Urban Bites can manage capacity effectively during peak periods.
(2+2=4 marks)

=====