



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 no. in your answer books
- Please write in point form wherever possible.

City Care Hospital – Patient Experience Gaps

City Care is a reputed hospital chain with top doctors but low patient satisfaction ratings. Major complaints include:

- Long queues at registration despite online appointment options
- Billing counters frequently overcrowded with no clear instructions
- Lack of assistance for elderly patients navigating departments
- Doctors offering little emotional support or follow-up care
- No patient engagement services like health tips, digital reports, or loyalty health packages

While clinical care quality is strong, service delivery elements are weak, leaving patients anxious and frustrated.

Q1) Using the *Flower of Service* framework, explain the core product and its supplementary services for City Care Hospital. (2+2=4 Marks)

Q2) Discuss how each “petal” of the flower can be used to create service differentiation and build a competitive advantage. (6 Marks)

ICICI Bank

Imagine you have been appointed as Relationship Manager (B2B banking) with ICICI Bank. You have been allotted 10 major accounts which are all well-known companies such as Proctor & Gamble, BPCL, Airtel etc. The role of a Relationship Manager is, to enhance the existing relationship with these customers by analysing their needs; and then cross-sell and up-sell various products & services. Basically, you have to ensure that each account stays with ICICI and deliver profit.

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

Q3) Create social bonds (4 Marks)

Q4) Build customer loyalty through financial rewards (4 Marks)

Q5) Build customer loyalty through and non-financial rewards (4 Marks)

Southwest Airlines – The Service Experience Engine

It's 6:10 a.m. at Dallas Love Field and Flight 1428 is already turning around. The inbound aircraft's cabin crew is halfway through a brisk clean-up while the ground team swaps catering carts and verifies counts over headsets. At the gate, a supervisor chats with a first-time flyer about how open seating works, joking that "early birds get their favourite row." A nearby poster shows the airline's on-time record and an invitation to "Find Your Rapid Rewards Sweet Spot."

Fifteen minutes before boarding, a uniformed employee with a guitar finishes a short sing-along for a birthday passenger. Laughter ripples through the queue—then the same employee pivots into an efficient boarding announcement, reminding Groups A, B, and C of their positions. The scanner beeps steadily; within minutes, a stream of roll-boards moves down the jet bridge.

Inside the aircraft, the cabin looks simple and bright. Bin space is generous; seat pockets have a single safety card and a snack menu. The lead flight attendant walks the aisle, making eye contact, helping a parent stow a stroller, and pointing out open rows to reduce clustering. While passengers settle, the captain's welcome is short and human—no jargon, just the day's flight time and a quip about "chasing sunrise to Phoenix."

Pushback is on schedule. As wheels lift, the cabin crew's rhythm is visible: a practiced choreography from demo to service to tidy-ups. There's no elaborate meal—just a consistent, friendly snack and beverage run—but the pacing feels deliberate. By the time the seatbelt sign turns off, a flight attendant has already circled back to check on a nervous traveller. In the aft galley, a printed card shows the day's flight count and a running turnaround target.

Back at Love Field, another crew is prepping a departure. One agent coaches a new hire on re-printing a boarding document with a smudged barcode. Nearby, a wallboard cycles through metrics—on-time departures, average turn time, Net Promoter comments—with a green/yellow/red status. Staff stop briefly to read, then move on. A manager answers a question about swapping a shift for a child's recital: "Family first—file it in the app; we'll cover." The new hire grins.

Customers notice other cues: the clean, uncluttered gate areas; consistent gate signage with group columns; friendly jokes from crew that don't slow the line; simple fare rules on the website; a mobile app that surfaces boarding position and bag status without searching through menus. None of it feels flashy. It feels thought-through—and repeatable.

https://desklib.com/study-documents/southwest-airlines-case-study-1/?utm_source=chatgpt.com

Q6). Discuss how Southwest Airlines leverages each of the 7Ps of its Services Marketing mix, to create a consistent low-cost, yet high-satisfaction service experience.

(7×1mark=7 marks)

Q7) Propose one innovative idea for each of the 7Ps, to further enhance customer experience while maintaining operational efficiency. (7×1mark=7 marks)

A fast-food outlet in Greater Noida delivered chicken rice instead of mushroom rice, and when the customer confronted them, the staff neither apologized nor acknowledged the error. The customer then posted a video on social media, prompting a show-cause notice from the food safety authority. https://timesofindia.indiatimes.com/city/noida/fast-food-chain-gets-notice-over-chicken-mushroom-mix-up/articleshow/124056035.cms?utm_source=chatgpt.com, Sep 23, 2025.

Q8) Imagine you are the Operations Head of a fast-food chain that faced backlash after a chicken vs. mushroom delivery mix-up incident went viral on social media, leading to customer dissatisfaction and negative publicity. Suggest two service recovery strategies explaining each briefly. (2+2=4 Marks)