



COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

COURSE CODE: MKT 408

COURSE TITLE: SERVICES MARKETING

END OF FIRST SEMESTER EXAMINATIONS

APRIL/MAY 2020

LECTURER: Mrs Sango

TIME: 48 Hours

INSTRUCTIONS

You are required to answer questions as instructed in each section

Start **each** question on a new page in your answer booklet

Section **A** with case study is **compulsory**

Select **one** question from **section B**

For all the questions, if a case study is not given, make reference to a service industry of your choice.

Credit will be awarded for logical, systematic and neat presentations

Section A: Compulsory

Case Study (Amol's Restaurant Experience)

Read the following case study and answer the questions below

Amol booked a table in a restaurant for 15 people at the beginning of Diwali to celebrate the festival season with his family and friends. He had been a regular visitor to Moti Restaurant and had developed loyalty for this place famous for South Indian food. Most of the friends were from the North who liked to eat South Indian food once in a while. Moti Restaurant served authentic South Indian fare. This was the reason Amol preferred to treat his family and friends at Moti. The patron of Moti Restaurant Mr. Rajkumar Pai was someone whom Amol knew well. Since Amol was a regular visitor to the restaurant, he was confident that the dinner party would be a great success. Four days prior to the scheduled get-together dinner Amol spoke to Rajkumar and asked him to increase the booking to 20. Amol told Rajkumar, “ Raj, I am meeting some of these friends after a long time. So, the party has to be really rocking. Are you sure you can accommodate 20 of us?” Rajkumar, though busy, informed Amol that there was nothing to worry and that all the arrangements would be in order. He also added that he looked forward to seeing Amol and his friends at the party. On the scheduled day, Amol's friends met at his residence at 7 pm on the appointed day and after having a cup of coffee left for Moti to be present at the restaurant at 8.30 pm sharp. They were relaxed and were cracking jokes and reached the restaurant at 8.20 pm. With some difficulty, they were able to park all their cars in the close vicinity. Though it took some time, Amol told them that these were minor glitches in comparison to the quality of food served by Moti. The guests arrived at the restaurant on time. Amol was taken aback to find that the table was booked only for 15 persons. Seeing them, Rajkumar came forward. Amol reminded Rajkumar that four days ago, he had informed him about the increase in the number of guests. He had called on Rajkumar's mobile but as there was no response, he had asked him to be connected to Raj via the board. Amol told Raj, “ May be there has been an oversight. Can you reset the table for 20 persons please ?” The guests were waiting and Amol found it embarrassing. Amol was out of his wits when Rajkumar feigned ignorance about the whole telephonic conversation that they had. He argued with Amol that he had received no such phone call from Amol requesting for amendments in the booking. “ Mr. Amol, you must have been mistaken” , said Rajkumar. A red-faced Amol tried to explain things to Rajkumar Pai but Pai was too stubborn and continued to insist that he had not received any such call and that the booking was for 15 people only. The restaurant was full and Amol asked Rajkumar to resolve the matter as his guests had been waiting for some time. Rajkumar pleaded helplessness and said that there was nothing that he could do at the moment. There was a lawn outside the restaurant (but within the restaurant campus) which was quite neat and well illuminated. It was getting late. Left with little choice, Amol & his family along with another couple opted to wait even as his friends protested. The 15 members of the group began having their lunch squirming at the thought of the hosts having to wait to join the group. At 930 pm, after some of the other guests in Moti Restaurant left, Amol & the other members could be accommodated with the group. All of them settled for the dinner but the focus of discussion remained the service at the hotel. After the dinner was over, Amol settled the bill but did not leave any tip for the waiters. Amol met Rajkumar Pai on his way out and explained to him that this

was his last visit to the restaurant. Rajkumar admitted that he may have been hasty but felt Amol was being unreasonable as it was his busiest evening and that Amol should make allowances. Amol and his friends never visited Moti Restaurant ever again. They also posted their feedback on Face book and spread word about their experience to all their colleagues, friends and associates.

Questions :

- 1a. Was there a service failure? (3)
- 1b. How could there have been a service recovery? (7)
- 1c. If you were in Rajkumar's place, list at least two ways in which you would have triggered a service recovery (4)
2. What was the main reason for the service failure? (3)
3. If you were Amol, how would you have reacted to Rajkumar's behavior? (5)
4. What are the problems and issues that lead to such situations and such behavior of service providers ? (4)
5. In today's world of Google, blogs, FaceBook, LinkedIn, do you think that Moti's restaurant can afford to have more such service failures? (4)
6. What steps should Rajkumar Pai take to take the issue as a learning, how soon and how can he bring back Amol into the fold as a customer? Remember – the damage has already been done. (4)

In bad times, it makes sense to have a re-look at the segmentation and the overall marketing strategy. This may involve re-positioning yourself at times, in line with the requirements of the new segments being targeted. Also it could involve changes in 7Ps of marketing.

7. What are the 7-Ps in Services marketing ? (14)
8. What is the 8th P in Services marketing ? (2)

50marks

Section B

Choose 1:

- 1 . Why is it important to measure and monitor customer satisfaction and service quality? (25)
2. What are the steps for choosing target market segmentation? (25)
3. What is the nature of Service Marketing? (25)

Total 75 marks