

Marketing of services

[Business](#), [Marketing](#)



MM Marketing of Services Assignment - I Assignment code: 2013MM05B1

2013 Last Date of Submission: 15th October Maximum Marks: 100 Attempt all the questions. All the questions are compulsory and carry equal marks.

Section-A 1 . Customers today have greater expectations from services, making the job of service marketers even more challenging. Comment on the statement. 2. What is the basis of classifying service on the basis of consumer purchase effort? 3. What are different ways in which services are classified? 4. A. Quality of service is a fluid. What measures should a marketer take to insistently service Quality?

Section-B Offer good quality service? B. What is the Gaps model of (10+10)

Case Study: Too Much, Too Little ? Maharani Danna Shirtwaist University at Gamer is the first university in the country to have a Centre for Entrepreneurship and Small Business Management to further entrepreneurial climate and support Small business. Management to further entrepreneurial climate and support, small business, especially in Its vicinity. Identifying with the needs of the Immediate community and local Industry Is a top priority for the university. The centre Is created especially for this purpose.

Apart from curriculum Interventions, Instructions and research, the centre will organize short-term programmers of one day to one week In duration, along with medium (one week to six weeks) and long-term (more than SIX weeks) management training programmers for the benefit of the small, medium and micro Industry. Such programmers, organized throughout the year, would be the mall products of the centre. Three 72 hour training programmers, spread over two weeks. These are Certified Quality Manager

(CAM) programmer, Certified Quality Engineer (CEQ), and Certified Computer Accountant (CA) programmers.

The first two are also conducted at a premier training institute in the neighboring capital city of Jasper. Dry. Chowder himself had been invited faculty for these programmers. Of late, the institute has ceased to offer the CEQ programmer among the small and medium enterprises in the interiors of the state of Restaurants and elsewhere. Whereas, the training institute at Jasper had always targeted large industry employees for its programmers. The centre is contemplating launching these programmers in the latter quarter of the year and first quarter of the next year. Dry.

Chowders problem is the pricing of his products. He understands that, one, his targeted audience is small, medium and micro industry, whose paying capacity is less and, two, the centre is part of a public university whose objective is to further learning at an affordable cost. On the other hand, the centre is created with a clear dictum that there will be no funding for recurring expenditures by the state and the university will have to generate its own resources to fund such expenditures. Experience has also suggested that subsidized programme conducted for social good are not taken seriously.

The experts at the Ministry of small scale Industry of the Central government, which has funded the capital budget of the centre, insist that the centre should charge a fee for such programmers and that the same should be driven by market forces of supply and demand. They believe that revenue will depend on the demand of such a programmer, and to have a

consistent demand, to sustain the operations of the centre it will have to offer quality training products. The training institute, targeting the employees and sponsored participants from argue industry, priced its products CAM and CEQ at RSI. 0, 000 and RSI. 8000 each. The participants were expected to reside on the campus for the two-week duration and there was an extra charge of RSI. 4000 for residential facilities. This included air-conditioned lodging on a twin sharing basis, and meals in the institute mess. Dry. Chowder knows that his brand, being a public university, is stronger than that of the institute. Also that he has a lot of university infrastructure at his disposal, biz. , the training rooms, the university guest house, computers and other equipment. He understands that he can save on the participants' living costs.

The university guest house has air-cooled rooms, and only a few air-conditioned accommodations, both of which are priced extremely competitively as compared to the market rates. The university guest house is good and the occupancy is generally low. Thus a better capacity anticipation is possible with launch of such programmers and the cost of residence charged to the participant is low. The guest house is currently charging its guests a subsidized rate, but the centre would like to charge its participants at least sustenance' being the key driving forces .

He can also reduce costs by using local experts. The university also has a lot of experts, Dry. Chowder himself being a key faculty for these programmers. And, this at least would help save on faculty costs, as outside faculty would require traveling and hospitality allowances. University support staff would

be available at no, or very little, extra cost. The financial policy of the centre suggests that at least 30 % of the revenues must flow back to the centre to cover the cost of infrastructure created for the purpose and the overhead costs.

The operating costs of programmers shall have to be restricted to around 50 to 65 % of the revenues. It is also understood that not all products would return the same margin. Some other programmers will have to be subsidized to benefit the low paying capacity audiences. Some programmers of education for school and college students will also be partially funded from revenues from these. Dry. Chowder understands that he may have to keep his prices low. This is also supported by the logic of penetrating into a low-paying capacity segment. But this means smaller margins per product.

It may also be difficult to hike the prices later, as many of the Board of Management would resist, due to public nature of the university and centre. The demand is high and one is tempted to keep price of product on the higher side. But then what about the beneficiaries? Many argue that university is not for making profits Some surplus, however, is certainly desirable! 5. Case Questions: a. What are the key considerations in pricing of training programmes? B. What pricing strategy is more suitable for these? Discuss. C. How should the products of centre for Entrepreneurship and Small Business Management be priced? 6+7+7) Assignment - II Assignment code: 2013MM05B2 Last Date of Submission: 15th November b. What are the important elements of a service production process? What is a service style? What potential does e-CRM have for companies? What are the characteristics

of services that must be taken care of in designing service processes? B.

What are the different approaches to segmenting service customers? 4. A. To

what extent do you think the price influences your perception of service

quality and, ultimately, your buying decision? B. What are the various

distribution channel options available to service marketers? Case study: THE

LOST BAGGAGE Mr.. Ideas decided to take a couple of days off from work, in

order to visit his family in Mohammedan in Gujarat. Although he had many

options to travel, he decided to buy ROUND TRIP from Dublin to

Mohammedan, in a tourist class, and to fly by Air India because it offers a

direct fly, without a break. Flying from Dublin to Mohammedan, the flight

was on time, and the plane was fully occupied. He got a good service, a

normal meal, and they landed on time. After some days with his family it was

time to go back home.

At the airport, he was looking for the flight schedules on the screens; he

realized that his flight was going to be delayed. Mr.. Ideas was clearly

disturbed, as it was not the first time that this happened to him when he was

flying by Air India. His flight was scheduled to take off at 2100 hours, but it

was delayed by two hours. Distressed by the wait, he was already feeling

itchy. When they landed in Dublin, he was waiting to recover his luggage but

after 30 minutes, one of his bags was still missing. Seeing a service manager

near the gauge area, Mr..

Ideas tried to explain the situation to him. The manager appeared helpless

and asked Mr.. Ideas if he had labeled the luggage correctly. Unable to trace

his luggage, Mr.. Ideas was asked to fill some forms in order to make a claim

for his luggage. During the phone call, the service attendant explained the procedure to Mr.. Ideas, according to which the airline would try to trace the luggage for two weeks. If after this time they are unable to find the luggage, they will pay 100 After eight days, he received a call to go down to the airport warehouse to look for his gag.