



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20)**  
**END TERM EXAMINATION (TERM - V)**

Subject Name: Service Marketing  
Sub. Code: PGM04

Time: **02.30 hrs**  
Max Marks: **60**

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2.5×08 = 20 Marks**

- Q. 1 (A): What is the nature of services? What challenges does the nature of services pose for the marketing manager?
- Q. 1 (B): Services are about building relationships with customers. Comment with example of banking services.
- Q. 1 (C): What is yield management. Explain in context of a small budget hotel
- Q. 1 (D): What is role of Service Blueprint in any service organization?
- Q. 1 (E): Explain the process as one of the important element of marketing mix with suitable examples.
- Q. 1 (F): Explain Service intermediaries role, advantages and challenges with an example of franchising?
- Q. 1 (G): What strategies can be used to help customers to participate in service delivery?
- Q. 1 (H): What are the right provided by the Consumer Protection Act 1986 to Indian consumers?

**SECTION - B**

Attempt any five out of six questions

**04×05 = 20 Marks**

- Q. 2: During the past ten years, computer technology and internet has changed the service provided by travel agencies and medical help. Explain with minimum two examples.
- Q. 3: Explain Quality Function Deployment (QFD) with example of the airline industry?
- Q. 4: What stages do customers usually go through when they make decisions about buying travel services?
- Q. 5: Why is delivering great experiences an important part of services marketing? Give five reasons.
- Q. 6: What are the techniques used by service organizations to match demand and supply?
- Q. 7: Discuss, with an example, the steps you will take to recover a service failure

**SECTION - C**

Read the case and answer the questions

**10×02 = 20 Marks**

**Q. 8: Case Study: Urban Clap**

UrbanClap is an online platform that connects online users with offline businesses. In other words, it helps the consumers to find and hire trusted service professionals. Whether you are in search of a carpenter, photographer, wedding planner, yoga instructor, electrician, plumber, interior designer or anything else – from any blue collar service to otherwise, UrbanClap with its 80 categories helps you with your needs. Since, UrbanClap is a platform to make our urban lives more fulfilling by solving our needs in a clap; they decided to name it – UrbanClap.

This largest mobile services marketplace in India, was founded by the trio Abhiraj Bhal, Varun Khaitan and Raghav Chandra in October 2014, and is currently present in 6 cities including – Delhi NCR, Bangalore, Mumbai, Chennai, Pune and Hyderabad. This financial year, the company plans to expand its base to 10 more cities in India, and to Abu Dhabi, its second international market after Dubai.

Today, UrbanClap is already a big brand in the hyperlocal space. Growing Internet penetration, rise in the number of people using smartphones and increasing disposable incomes have acted as a catalyst for the hyperlocal sector while reshaping customer behavior and expectations. UrbanClap want to make this whole process of hiring a service professional as easy and straightforward as buying something on Amazon or Flipkart.

The app was launched in March 2015. For basic, Blue-collared services like electricians, carpenters or home cleaning, one can directly book and pay for the services through their app, but for all the White-collared services, which require special skills and expertise, like photographers, interior designers or yoga instructors, UrbanClap has introduced an automated match-making algorithm which makes the effort to understand your exact needs, and then accordingly matches you to the professional that would be most suited to meet that need. The real challenge began when the company started going directly to service professionals rather than contractors or middlemen. It had to ensure quality to the consumer while making sure that the service professionals make enough money to stay on the platform and make this their primary source of work. For example If a beautician is working for a salon, she might be getting ₹ 15,000-20,000; if she works as a freelancer, UrbanClap would have to guarantee her a certain amount of money. Additionally, the company had to standardize the services for which it needed the service providers to buy quality products and tool kits. That's when the UrbanClap started partnering with NBFCs to give loans to service professionals.

The company also started training centers to provide the service professionals with some technical and soft skills. The professionals undergo a basic 15-day course, provided they pass a written exam and an interview. They are taught soft skills and the finer nuances of their work before they are allowed to accept any jobs on the platform. A huge part of the training focuses on—how do they manage a business on their own, how do they manage their finances, manage family along with business needs. The selection process in itself is quite rigorous. UrbanClap has also done a thorough background check and police verification for the professionals that are listed on their portal, and have also hired a retired superintendent of police. The company says only 20-30 of the 100 people who apply actually are selected. The selection isn't permanent either. If the professional's rating falls below 4.5 out of 5, they are in the red zone; if it falls below 4.2, they are out of the platform. On the other side, Safety of both service professionals and customers is of paramount importance for UrbanClap management. During the time the service is being delivered, the mobile app has the location of the professional, which the customer is aware of. At the same time if there is any complaints from the professionals regarding customers or even slight misbehavior from the customer then customers are blocked from using UrbanClap.

Urban Clap targeted online customers and so it was important that the brand was marketed efficiently on all online platforms especially social media. Urban Clap collaborated with YouTube channels that had millions and billions of followers all across the country to promote themselves. Urban clap Offer Discounts and Deals as people are more inclined to buy services if they get discounts. They also partner with other businesses like Paytm, AirtelMoney, Talkcharge. In addition customers are the fuel to the engine of UrbanClap business and make them at the top of your priority list. Urban Clap provides services at affordable rates and still provides excellent quality services along with taking regular feedback from customers to improve in the best way possible.

### **Questions:**

Q 8(A): Explain how three interlinked groups work together to develop, promote, and deliver UrbanClap services with the help of Service Triangle?

Q8 (B): What is importance of customer role in the service delivery in UrbanClap and suggest the techniques for building loyalty in UrbanClap services?

<b>Question Number</b>	<b>CLO</b>
<b>Q 1A, Q 1D, Q 1F, Q 1G, Q 1H, Q 5, Q 6, Q 8</b>	<b>1</b>
<b>Q 1E, Q 2, Q 7</b>	<b>2</b>
<b>Q 1B, Q 1C, Q 3, Q 4</b>	<b>3</b>
<b>Q 8A, Q 8B</b>	<b>4</b>