**NMIMS**

**Services marketing**

**Internal Assignment for June 2020 Examination**

**1. The recent epidemic of Coronavirus has really affected the world very badly. One of the sectors worst affected are Travel & Tourism. SOTC India has seen a severe fall in business in the last few months and does not see light at the end of the tunnel anytime soon. If the situation continues this way, it may lead to them shutting down many of their branches and laying of many employees. The sluggish Indian economy is not helping their case too. You are hired as a consultant by them to suggest possible solutions and strategies in order to combat this problem? Keep in mind IIHS and the service marketing mix.**

**Answer**: People include the customers, employees, and management. An essential ingredient to any service provision is the use of appropriate staff and people. In service marketing, customers also have an active role in the service delivery. A good service provider should ensure that the service as well as its experience delights the customers and not just satisfies him/her. Customers should look forward for such experience and benefit from service. For example, home delivery of restaurant food requires the involvement of people – order takers, cooks, parcel handlers, delivery boys and of course the customer who has to provide correct details about his address, dishes ordered and pay the bill immediately at delivery.

Service industry is all about serving people, so they should all be satisfied with the services provided to them. To provide better service, employees should be well trained, skillful and experienced. Service

**2. The recent judgement by the Supreme Court with regards to AGR has forced Vodafone Idea to pay a huge amount as fine before the deadline. This hurts the already bleeding company even more. Post the entry of Jio, the telecom market has gone through a complete turmoil with the low rates and growing taxation burden. The situation has turned so bad that Vodafone wants to quit the Indian Market. The recent price increase has not helped improve the situation a lot. Can you as a student of Service Marketing analyze the problem at hand and provide possible solutions and revenue streams or methods to contain losses? Use the SERVQUAL Model to analyze the same? Also use the concept of Customer Loyalty to your advantage?**

**Answer**: Today, the customer, who is being provided with an array of choices, is the king. He can choose what to buy what not to buy and from where, so a good retailer will always strive to achieve the maximum customer satisfaction. After the customer satisfaction comes the loyalty to the customer, which plays a major role in bonding and cementing the relationship of the retailer and the customer. Last but not the least is the profit part, which without saying is the most important aspect of any business.

Today, many organizations are faced with significant challenges in the area of customer service and service delivery, both internally and externally. The constant change in demographics coupled with high customer expectations is making organizations rethink its customer service strategies. Strategies and tactics that worked in the past are less effective and require more effort to execute. In an era where service has become a defining factor for customers,

**3. The recent decision by the Indian Government to divide the State of Jammu & Kashmir into Union Territories and open it for investors of the world has been met with a lot of cheer by the Industry. Kashmir sure has a lot to offer but it also brings with it, its shares of problems. Use the Service Branding Model, Service Communication Model and Moment of Truth to your advantage?**

**a. You are a part of the planning team organizing a summit to invite investors from the service sector to tap Kashmir’s potential. Can you suggest strategies in order to woo the investors?**

**b. Can you also enlist the hurdles that will come by and suggest possible solutions for the same?**

**Answer**: a) Branding demands a thorough study of the target market. It must be able to do more than just gauge the pulse of current customer requirements; it must anticipate or create anticipation. In other words; it is a strategy that must remain two steps ahead of current trends and patterns, always in synchronization and always promising

Kashmir is one of the most beautiful and excited places in our country and after the recent announcement, investors are free to invest in Kashmir and make the infrastructure stronger than ever. India plans to offer around 6,000 acres (2,400 hectares) of land in Kashmir as part of a business summit.

**Strategies in order to woo the investors**

**Strong brand equity**: To build a strong brand, we need to understand what contributes to brand equity. Its half solved sample only

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