**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Services Marketing**

**Internal Assignment Applicable for September 2020 Examination**

**1. Fat Burger an international Burger fast food chain plans to enter India by start of 2021. They are considering the Franchising model to enter India but are clueless about its features, advantages, issues. Can you guide them with regards to the same?**

**Answer**: The liberalisation or the globalisation does not mean that the art of conducting the business has become easy. The business is complex and more so when it is international in scope. Hence most of the business enterprises do not think in terms of going international. One of the important pre-requisites while going for international business is the conviction and the level of commitment of business firms in that direction. Most of the business firms pass through certain stages before finally settling in international business.

In order to make international marketing profitable and sustainable in the long term, the planning process must incorporate all crucial dimensions – such as a firm strategy, structure, rivalry and various other conditions that may be encountered in different modes of entry. Market entry strategy is a key component of the international marketing plan of a company. The mode of market entry is also a representation of a company’s commitment towards a market. There are different modes of entry as

**2. A new food and grocery startup is planning to start multiple application based services in 10 major cities of India. One would be dealing with grocery, one with fresh foods like vegetables & fruits and one with home delivery of food from small home kitchens to offices. They are confused as what strategies to use to brand these applications. Can you explain to them the 4 broad branding alternatives and which one would suit them the best?**

**Answer**: Brands are everywhere in our life. A product is anything that can be offered to a market for attention, use, or consumption that might satisfy a need or want. A product is a physical good, service, retail store, person, organisation, place, or idea. A brand helps the customer to distinguish the goods of one producer from another. Let us understand the conceptual meaning of the term brand. A person is known by a name. Likewise, a product is known by a brand name, which enables the consumers to distinguish it from other products. A brand name of a product or service means many things to a consumer. It may mean a symbol of quality or it may be associated with his/her lifestyle.

In fact,

**3. In wake of the recent outbreak of Corona Virus, most of the world today is stuck indoors. One of things being missed by most is Access to the gymnasium as they are shut and being at home, diet plans for most of us have gone kaput. You as someone who is fitness conscious is stuck up and would like to look for alternative Services which can help you exercise and maintain your fitness levels at home.**

**a. Explain the steps involved in the Service Consumption Model?**

**b. Suggest the steps that you would go through for finding this service alternative to a Gymnasium? Use the Service Consumption model for structuring your answer**.

**Answer**: a) Services are offerings that are essentially intangible in nature, and may or may not be associated with physical products. Services cannot be stored, and hence are perishable. This has significant implications for managing demand–supply mismatches in the services industry. Since people are involved in the service delivery process, the element of variability that arises must be monitored and controlled through training, use of technology etc. Since services are intangible, tangible cues must be conveyed to customers to enable them to judge quality.

**Service consumption model**

Service consumption model Its sample only

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