**Service Marketing**

**September 2021 Examination**

**1. Quibble Ltd., a company dealing with rented furniture has hired you as a consultant to understand the details about Outsourcing and Offshoring. Can you please guide them about the same? (10 Marks)**

**Ans 1.**

**Introduction:**

Outsourcing and offshore are frequently used terms, even though the two words have entirely different meanings and effects. Outsourcing occurs when a company enters into a contract with a third party to perform a specific function on its behalf. When outsourcing a process or operation, it is necessary to locate a company or individual specializing in the activity. In contrast, offshoring occurs when a company relocates its operations to another country while remaining in

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**2. HDFC Bank has recently faced tremendous losses as the RBI has stopped it from issuing new credit cards and new digital services to customers due to frequent outages noticed in their digital services over the last two years. HDFC has hired you as a consultant to help them improve their service quality with the help of the SERVQUAL Model. Can you guide them on the same? (10 Marks)**

**Ans 2.**

**Introduction:**

The Service Quality Model, also known as the SERVQUAL model, was developed and implemented in 1988 by US marketing Guru Valarie Zeithaml, A. Parasuraman, and Leonard Berry. It is a method of acquiring and evaluating the service quality of consumers. The emphasis has initially been on the development of product quality systems. Improving the overall quality of associated services became increasingly important as time went on. Improved service quality

**3. Tiffin& Co. is planning to start a new vertical of delivering tiffins to the covid patients who do not have any support direct to their homes. They plan to first test the success of such a service by launching it only for Mumbai & New Mumbai? They are confused about how to price the same**

**a. Can you guide them about the different objectives of pricing and what should be their objective? (5 Marks)**

**Ans 3a.**

**Introduction:**

When it comes to pricing, it may be described as either a process by which a product's price is determined or an act by which the price of a product is selected. Pricing is one of many aspects that go into determining the price of a given product. Pricing strategies are developed to accomplish a variety of objectives. The organization has many purposes that it hopes to achieve

**b. Can you also explain to them that what is revenue management and how it works? (5 Marks)**

**Ans 3b.**

**Introduction:**

Revenue management refers to the strategic distribution and pricing technique that you use to sell the perishable inventory of your property to a suitable consumer at the appropriate time to increase revenue for your business. You'll also find other things there, such as your facilities and refreshments like food and drinks. Revenue management determines how much customers in