**Services Marketing**

# **June 2022 Examination**

## **Q1. You are the owner of a retail chain. You currently have consumer durables, groceries and private label clothing range for kids, men, and women. The price point is low and the quality you offer is fantastic. You have more than eighty percent repeat customers.**

## **In most of the customer surveys that you have conducted with market research agencies have pointed this unique feature of your store. You have successfully operated your business in Delhi. You have about 15 stores operating across the state. During the last five years, you have spread your offerings to the other northern states, and you have seen a wonderful response. You are pretty encouraged. After operating the stores for couple of years, the brand is not growing at the pace at which it should have. You are not able to figure out why. A consultant suggested to promote the brand in a big way. How will you do this? (10 Marks)**

## **Ans 1.**

## **Introduction**

As manager of a retail company, our organization has been working for extra than six years in this property; the company has developed deep connections specifically with other agencies. Items that are promoted involve apparel, grocery, and sturdy object for children and adults. Running became part of everyone's existence in Delhi. As referred to earlier, our company receives opinions and details concerning products and services offered. Increase a base of the consumer right here effectively; our crew is particular that they have a tremendous stable destiny Its Half solved only

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**Q2. You have worked in the industry for a decade, and you are now fed up with the boring work environment around you. The entrepreneurial bug has bitten you and a food business is in your mind. There are numerous challenges, however. In your city, the population is large enough to sustain the business, disposable incomes are high, and you feel that there is a niche offering that needs to be created for your restaurant. How would plan your service offering? (10 Marks)**

## **Ans 2.**

## **Introduction**

As an employee running within the industry for a more extended period, he has skilled loads from that employer. Some things start stagnating, and his task starts offevolved lacking pleasure. He starts feeling completely shattered through using this whole time. So he has one concept, approximately an alternative for turning in a few needs detail and pleasure into his lifestyle. He commenced reincarnated in the form of an inner entrepreneur that was buried and kept him

**Q3. Trail Blazers academy is a coaching academy, providing training, coaching, and counselling services for students. Their primary revenue source is from the coaching they do for medical and JEE. Established a decade ago, it is now a well-known brand, but faces sever competition from the crowded market of the coaching space. The quality of the students passing out are well known and many candidates are able to crack the JEE and medical exams. However, in the last couple of years, the company has tried to expand using the franchise model. This was possibly the best model available. But with tremendous amount of competition happening online and offline, the pricing model of the academy has changed. The fees for the course are on the brochure but is charged variably. There are no standardizations followed. Many of the franchisee’s charge**

**whatever they want to, essentially to maintain a minimum threshold of students flowing into the organisation. Sometimes the centre heads of the franchise, encourage existing students to bring in new candidates, there by incentivizing them. Some of the hard negotiators are able to settle down at a lower price point that what others are paying. In many cases, students were allowed just with a token money with more than the usual EMIs. Everything seems to be as per the flexibility of the centre managers. While some of the franchises are happy, others are not. The location of the centre, number of enrolments drive the pricing. The parents are unhappy with this mechanism and there are complaints floating in the social media about Trail Blazers.**

**a. How will you build a renowned ‘Trail Blazer’ brand? (5 Marks)**

**Ans 3a.**

**Introduction**

This will no longer be surprising that many institutions wherein clinical college students and students from JEE may learn about cracking the clinical tests. As a final result of reputation and recognition within the market, this has been supplied with identifying the perfect brand and proof that university students will pass out from the center of training and could do surprisingly well in

**b. How will you deal with your complaining customers? (5 Marks)**

**Ans 3b.**

**Introduction**

There’s a trend of burgeoning amongst centers of training to educate college students online; like another center of training inside the market, they'll explore this selection effectively. If they decide to enter the marketplace, they could offer providers in that students might also add issues