**Services Marketing**

# September 2022 Examination

**Q1. You stay in a semi-urban set up and near your house, medicine delivery is extremely unreliable. The medicine shops close around 9 PM and medicine availability becomes a challenge. You come up with a business plan to deliver medicines to all houses, (in the area) at no extra cost, 24X7. The challenge however is that companies like 1mg, Net meds are already offering their services in the area. The advantage for you is the popularity of ordering medicine online is still not prevalent by the people in your area. You intend to buy the products from the nearest retail point and delivery to the customer with the help of, few delivery personnel that you will maintain. However, you intend to start with promotions first. A consultant suggested promoting the brand in a big way. How will you do this? (10 Marks)**

**Ans 1.**

**Introduction**

The healthcare sectors are a brought effective contribution to managing the health and services of individuals with the supply of procurement and adequate supply of products. Similarly, it is also analyzed from the recent time of covid that shortage of drugs and clinical centers developed due to the lockdown scenario and business era that affected the individual running and professional way of life. Moreover, the distinctive products of this segment encompass scientific setups and machines, medicine, and the medical system that help satisfy the current scientific situation and

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**Q2. Salman goes to 'Javed Habibs salon,' and Amir goes to 'Lakme salon'. If you are an entrepreneur who wishes to open a salon, how will you differentiate your offerings vis a vis your competitors. You are also clear that you want to offer your services at a higher price point, where you intend to service fewer client bases. How would you plan your service offering? (10 Marks)**

**Ans 2.**

**Introduction**

In modern lifestyles, each person tried to look expert as well as adorable as per the situation that helped to sell the services demand and analyzed the accessibility of the marketplace. In addition, numerous makeup artists and professionals have worked on this subject and earned numerous per consumer required and satisfied offerings in the modern era of generation and development. Moreover, Lakme is one of the most traumatic top brands that affected consumer segments and promoted the target audiences with reliable services by reading the business demand. The brand

**Q3.**

**a. How will you build a renowned brand? (5 Marks)**

**Ans 3a.**

**Introduction**

The main motive related to transferring the business is branding recognition. The renowned brand value is exploring the adjustments and accessing the popular goods; however, now not so annoying from preceding changes in the services. The data guide values can be required to renew the changes accessing the

**b. How will Sundar deal with his complaining customers? (5 Marks)**

**Ans 3b.**

**Introduction**

Similarly, clients are addressed and document the grievance if they examine some product defaults and deal with the characteristics and further loss of facts added to existing products. Additionally, they suggested adjustments and developed information approaches to resolve idea

ess.