**Services Marketing**

**April 2023 Examination**

**1. You stay in a semi-urban setup and near your house, services for senior citizens are extremely unreliable. How will you plan your service offering? What are the challenges you will face while creating your service offering? (10 Marks)**

**Ans 1.**

**Introduction**

A semi-urban area can be defined as an area with a high population. It is less established than the primary location of the city. It does not have different solutions and needs to be extra-created. Though a semi-urban area has a considerable population, it consists of robust frameworks and many services. Typically, the cost of obtaining a piece of land in this area is relatively high in contrast to the city location, where the cost of acquiring a home or a tract is very high. People with reduced earnings typically stay in semi-urban locations and need help paying to stay in the

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**2. If you are an entrepreneur who wishes to open a nail paint shop, 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 base. How would plan your service offering? (10 Marks)**

**Ans 2.**

**Introduction**

Beginning a new company at present times takes the job. It is a complex job that demands a great deal of hard work, high funding, personnel, etc. A typical individual needs help to also think about beginning a new service because it is evident that he will be short of funding. Even if he attempts to start a small-scale business, the vast companies will consume him. By large organizations, we are speaking about the already developed firms that eliminate their competition and appreciate revenues with significant margins. As if there are no competitors in

**3. Sundar wants to start a ‘C2C’ (customer-to-customer) model of food service. He has just passed out of his B School and the canteen food in his college was pathetic. Most days, he relied on Swiggy and Zomato for his meals. He realized that probably there is a need to have an option for customers to order it from homemakers or families who would be interested in selling their cooked food to others. They are facing two challenges. First, registering new service providers and second, building a loyal customer base.**

**a. How will you build a service brand for your offering? (5 Marks)**

**Ans 3a.**

**Introduction:**

There are generally three kinds of businesses, B2B (Service to the company), B2C (Organization to Customer), and C2C (Client to Consumer). Business to the company includes offering an item by business to service, company to customer involves selling a product by organization leading customers, and consumer to client implies offering an item by the customer to client. There are

**b. How will build a loyal customer base? (5 Marks)**

**Ans 3b.**

**Introduction:**

When operating in customer care, business growth, and advertising and marketing duties, we need to boost consumer retention by incorporating and executing the appropriate strategies. Structure consumer loyalty includes evaluating our present customer offerings and how we can boost them to improve the customer