**Services Marketing**

**April 2024 Examination**

**Q1. A lot of healthcare services are today available online. For example, you can consult a doctor online without having to visit him. What do you think would be the factors and the features of the mobile app/online facility that would attract your customers to this online service? (10 Marks)**

**Ans 1.**

**Introduction**

In the evolving landscape of healthcare, the advent of online services has revolutionized how medical assistance is delivered and received. The convenience and accessibility of consulting a doctor online, without the need for a physical visit, signify a significant shift in patient-provider dynamics. This digital transformation is driven by several factors that appeal to modern healthcare consumers. These factors encompass a range of user-centric features and operational efficiencies that an online platform or mobile app must integrate to be successful. The importance of such services is amplified in a world where time is a premium and healthcare accessibility can be challenging. This paper aims to explore the key factors and

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**Q2. “All franchising businesses are not successful.” Dunkin Donuts in India for example is not doing well, however Baskin and Robbins using a franchise mode of operations has been very successful. You want to become an entrepreneur running your own franchise. What would be the challenges and advantages of using the franchise mode? (10 Marks)**

**Ans 2.**

**Introduction**

Franchising, as a business model, offers a unique blend of opportunities and challenges for entrepreneurs. This model, leveraging established brand recognition and operational frameworks, provides a strategic pathway for business expansion and market penetration. However, not all franchises attain success, as evidenced by the contrasting fortunes of Dunkin Donuts and Baskin Robbins in India. The critical divergences in their performance underline the complexities inherent in franchising. This discussion aims to unravel the intricacies of franchising as a mode of operation for aspiring entrepreneurs. By examining the underlying

**Q3. Ram is opening a sports bar. The problem with bars is that it is highly regulated, though profit margins are high and there is very little to differentiate in the offering. He believes that Serviscape plays a critical role in the overall service experience and could act as a differentiator. He has asked you for your advice.**

**a) Can the serviscape be a differentiator to the brand, integrated with the service offering? (5 Marks)**

**Ans 3a.**

**Introduction**

In the highly competitive and regulated landscape of the bar industry, where differentiation is often minimal, the concept of 'serviscape' emerges as a potential game-changer. Serviscape refers to the physical environment in which a service process takes place and encompasses elements like design, ambience, and overall atmosphere. For Ram's sports bar, leveraging serviscape could be a strategic move to create a unique identity and enhance customer

Top of Form

**b) How will you communicate your target audience about your Serviscape? (5 Marks)**

**Ans 3b.**

**Introduction**

Communicating the unique serviscape of a sports bar to the target audience is crucial in establishing its market position and attracting patrons. This communication strategy should not only inform potential customers about the physical attributes of the bar but also convey the distinctive atmosphere and experience it offers. In today’s digital and highly visual world, effective communication methods must be utilized to capture the essence of the sports bar’s