

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-SUMMER-2025

Subject Code: 4549212**Date: 31/05/2025****Subject Name: Services Marketing****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Define following terms **14**
- (a) Customer Relationship Management
 - (b) Perishability
 - (c) Low Contact Services
 - (d) Service Recovery
 - (e) Zone of Tolerance
 - (f) Moment of Truth
 - (g) Service Encounter
- Q.2** (a) Elaborate on the "flower of services" concept, detailing each of its petals by providing examples from a service organization of your choice? **07**
- (b) What is the perceived risk associated with purchasing and using the services? What can firm do in order to reduce the perceived risk? **07**
- OR**
- (b) Detail the difference between the four broad 'categories' of services. Cite examples for each and discuss services management challenges associated with each category. **07**
- Q.3** (a) What is service blueprint? discuss how its applicable to a restaurant. **07**
- (b) How do customers contribute to the creation and delivery of services? Share your personal experiences to illustrate this involvement. **07**
- OR**
- Q.3** (a) Explain the concept of pricing tripod. **07**
- (b) Explain 7 P's of service marketing with examples. **07**
- Q.4** (a) Discuss the application of the Service Quality Gap model within context of a restaurant. What are the soft and hard measures of service quality in this scenario? **07**
- (b) Explain in detail the concept of waiting line. What can a firm do in order to make waiting line more joyful and tolerable? **07**
- OR**
- Q.4** (a) What is service guarantee? Explain types of service guarantee offered by a firm. **07**
- (b) What is the most effective service advertisement have you seen recently on Internet? Why do you think it is effective? **07**

Q.5

Case Study:

Founded with a vision to deliver authentic Italian flavors with a modern twist, La Pino's Pizza a QSR (Quick Service Restaurant) chain has garnered a loyal customer base through its commitment to quality ingredients and exceptional service.

The company places a strong emphasis on customer satisfaction. By actively seeking feedback and adapting their menu and service offerings accordingly, La Pino's ensures that they meet the evolving preferences of their customers. For example, they introduced a variety of vegan and gluten-free options in response to the growing demand for healthier alternatives.

Initially, the brand offered only slices, but later expanded its menu to include small, medium, large and extra-large pizzas alongside different toppings on each large size pizzas. To stand out, La Pino's differentiated itself by using thinner pizza bases and freshly made dough multiple times daily, unlike its competitors who relied on transferred bases. This focus on quality and differentiation allowed La Pino's to retain its brand identity and customer loyalty.

Understanding the taste and preference of Indians, they have offered Indian varieties of pizza in the market including Paneer Makhani, Paneer Korma, Paneer Butter Masala and Makhani do Pyaza Pizza. La Pino's Pizza recently introduced Jain Pizza, catering to elderly customers as well. This initiative aims to accommodate a wider range of dietary preferences and needs.

The brand's focus on vegetarian options, value pricing strategies (like Buy-One-Get-One-Free offers), and adaptation during economic downturns all contributed to its turnaround.

Moreover, La Pino's has embraced technology by offering user-friendly mobile app allows customers to conveniently place orders, customize their pizzas, and track delivery status in real-time. This investment in digital innovation has not only improved efficiency but also strengthened brand engagement.

La Pino's Pizza actively engages with the community through charity events, local sports team sponsorships, and environmental initiatives to cultivate loyalty and goodwill for the company.

La Pino's Pizza values employee satisfaction for delivering exceptional service. They invest in thorough training and offer career advancement opportunities, fostering a motivated workforce. This dedication to employee development reflects in positive customer interactions, enhancing La Pino's reputation for outstanding service.

La Pino's adopted a robust franchise model, focusing on Tier 2 and Tier 3 cities. This strategy bypassed the saturated market of metros while allowing for rapid expansion. The company prioritizes franchisee support, providing training, marketing assistance, and a steady supply of high-quality ingredients.

To further diversify its offerings and cater to a broader customer base, the brand introduced new formats such as burgers and cafes. This diversification strategy not only helped in tapping into new markets and consumer segments but also mitigated risks associated with market fluctuations. La Pino's also ventured into international markets, launching its brand in the UK and UAE, becoming India's pioneering QSR pizza brand to reach the international market.

- (a) What are the key success factors for La Pino'z Pizza? **07**
- (b) Think about a service dimension of La Pino'z. Explain the dimension of ambient condition, space layout, equipment, furnishing, sign symbol and artifacts offered by La Pino'z and how each can influence customer response to service environment? **07**

OR

- Q.5**
- (a) What strategies La Pino'z Pizza could employ to overcome challenges in the quick-service restaurant (QSR) market to compete with competitors? **07**
 - (b) If you are the marketing manager for the La Pino'z Pizza, how would you design a communication strategy to promote the brand? **07**
