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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - IV
Sub.: Services Marketing (MMM405)

Date : 27/12/2024**Total Marks : 60****Time: 10.00 am To 12.30 pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Service Quality
 2. Service Guarantee
 3. Services involving personal skills.
 4. SERVQUAL
 5. Service Blue Print
- Q. 2. Answer in detail (Any One) (10)**
1. Services are different from Physical Goods. Elaborate with reference to characteristics of services
 2. Explain concept of Good And Services Continuum with reference to tangibles and intangible services.
- Q. 3. Answer in detail (Any One) (10)**
1. Elaborate role of Culture in Services
 2. Differentiate between Physical Goods and Services
- Q. 4. Answer in detail (Any One) (10)**
1. Discuss 7 Ps of Service Marketing Mix.
 2. Elaborate Service GAP Model
- Q. 5. Case study (15)**

MakeMyTrip stands as a pinnacle in the realm of online travel agencies within India, presenting an extensive array of travel-centric services that encompass flight and hotel bookings, holiday packages, and beyond. Since its inception in 2000, *MakeMyTrip* has been instrumental in reshaping how individuals conceptualize and orchestrate their journeys, fundamentally altering the landscape of travel planning and execution across the country.

Flight Bookings: At the heart of *MakeMyTrip*'s offerings lies its intuitive platform for flight bookings. Empowering users with a seamless process, it facilitates the exploration of flight options tailored to specific preferences—be it travel dates, destinations, or budgetary constraints. Real-time updates on flight availability, fares, and special promotions from a diverse array of airlines furnish customers with the necessary insights to make well-informed decisions. Through secure payment gateways and instantaneous booking confirmations, *MakeMyTrip* ensures a frictionless experience from selection to reservation, fostering confidence and convenience for avid air travelers.

Hotel Reservations: In tandem with flight bookings, *MakeMyTrip* extends its repertoire to encompass an expansive spectrum of accommodation options through its hotel reservation

services. Catering to varying preferences and budgets, the platform boasts a comprehensive compilation of lodgings, ranging from economical guesthouses to opulent resorts, both within the Indian subcontinent and abroad. Each hotel listing is meticulously curated, featuring comprehensive details, vivid imagery, and user reviews to aid customers in identifying the ideal stay option that aligns with their discerning tastes and financial considerations. By streamlining the booking process and offering additional perks such as flexible check-in/check-out timings and exclusive discounts, MakeMyTrip endeavors to redefine the hospitality experience, setting a benchmark for excellence in the industry.

Holiday Packages: For those yearning for curated travel experiences, MakeMyTrip unveils an enticing array of holiday packages meticulously tailored to cater to diverse preferences and budgets. Spanning an eclectic spectrum of destinations and thematic itineraries, these packages encapsulate every facet of the travel experience, encompassing transportation, accommodation, sightseeing, and more. Designed to afford travelers a seamless and immersive journey, each package promises an enriching voyage marked by unforgettable moments and indelible memories. With the flexibility to customize itineraries and the guidance of seasoned travel consultants, MakeMyTrip pledges to deliver bespoke vacation experiences that transcend the ordinary, resonating with the aspirations and wanderlust of its esteemed clientele.

Questions:

1. Describe the unique features of MakeMyTrip's online platform that contribute to customer convenience and satisfaction.
2. Discuss the role of customer reviews and ratings in influencing purchase decisions on MakeMyTrip's platform.
3. Evaluate MakeMyTrip's pricing strategy and promotional offers in attracting customers and increasing sales.
