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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - IV
Sub.: Services Marketing (MMM405)

Date : 21/05/2025**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. Inventory in services
2. 'Ownership' in services
3. Significance of the service industry in India's economic growth.
4. Tangibility-Dominated Services
5. Knowledge Gap

Q. 2. Answer in detail (Any One) (10)

1. What is perish ability in the service industry? How do businesses in sectors like hospitality or airlines address this challenge?
2. Discuss challenges faced in marketing of Services

Q. 3. Answer in detail (Any One) (10)

1. Explain the Product Life Cycle of Services and provide relevant examples.
2. Differentiate between Goods and Services in detail.

Q. 4. Answer in detail (Any One) (10)

1. Explain the role of 'People' in the service marketing mix. Discuss how frontline employees influence customer satisfaction with suitable examples.
2. Analyze how physical evidence influences customer perception and trust in services. Discuss different types of physical evidence with examples.

Q. 5. Case study (15)

Lakmé Salon:

Lakmé Salon is one of India's leading beauty service brands, offering a range of professional beauty treatments, including hair styling, skin care, makeup, and spa services. The brand, owned by Hindustan Unilever, has built a reputation for quality and innovation in beauty services. Unlike beauty products that can be purchased and used later, beauty services require the physical presence of both the service provider (beautician, hairstylist, or makeup artist) and the customer, making them highly inseparable.

The beauty industry thrives on customer experience, with service quality largely dependent on the expertise and behavior of the professionals delivering it. Unlike a packaged beauty product that maintains uniformity, the effectiveness of a beauty service varies based on the skills, attitude, and personal touch of the service provider. This characteristic makes consistency in customer satisfaction a challenge for salons, as each customer interaction is unique.

Scenario:

Priya, a soon-to-be bride, booked an appointment at a Lakmé Salon for a bridal makeup session. Given the brand's reputation, she had high expectations for the quality of service. Upon arriving at the salon, she was welcomed warmly by the receptionist and guided to the bridal makeup section. She had previously seen advertisements and social media reviews showcasing flawless bridal looks created by Lakmé Salon artists.

However, she soon realized that while the brand name ensured a certain standard, the actual service experience was highly dependent on the makeup artist assigned to her. The artist, though well-trained, seemed rushed due to back-to-back bridal appointments. As a result, Priya felt that her preferences were not fully considered, and the makeup outcome did not completely align with her vision.

Priya's experience highlighted the inseparability of services in the beauty industry. Unlike a pre-packaged beauty kit, where quality is assured regardless of who purchases it, the quality of service at Lakmé Salon varied depending on the expertise, attitude, and attentiveness of the professional performing the service. Even though the salon followed standardized beauty procedures and used premium products, the human factor played a crucial role in determining customer satisfaction.

This case raises important questions about the challenges of maintaining service consistency in a people-dependent industry and how brands can address these concerns through staff training, customer feedback systems, and technological integration to enhance service delivery.

Questions:

1. How does the inseparability characteristic of services affect customer satisfaction in beauty salons like Lakmé?
 2. What steps can Lakmé take to ensure that all makeup artists provide a consistently high-quality experience to customers?
 3. What strategies can Lakmé implement to enhance customer satisfaction and manage service expectations more effectively?
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