



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)  
MID TERM EXAMINATIONS (TERM - V)

Subject Name: **Marketing of Services**

Time: **01.30 hrs**

Sub. Code: **PGM-04**

Max Marks: **20**

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 01 Case Study with 2 questions of 4 marks each. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION – A**

**04+04 = 08 Marks**

**Q. 1: Read the Case Study and answer the question given below:**

Services marketplace Urban Clap announced that Ratan N. Tata, Chairman Emeritus of Tata Sons, has invested in the company in his personal capacity. In November, Urban Clap had raised \$25 million in a Series-B round of funding led by Bessemer Venture Partners. Existing investors SAIF Partners and Accel Partners had participated in that round.

The company was founded in 2014 by Abhiraj Bhal, Varun Khaitan, and Raghav Chandra and had earlier raised a \$10M Series A round from SAIF and Accel Partners in June. They count Snapdeal founders Kunal Bahl and Rohit Bansal among their early investors.

Urban Clap looks at the backing from Ratan Tata as a testament to both the size of the market opportunity (estimated to be around about \$50 billion in India), and the calibre of their own team, which aims to “create lakhs of new jobs for service professionals, thereby creating a new breed of micro-entrepreneurs”.

Cofounders of Urban Clap are Batchmates from IIT Kanpur Varun Khaitan and Abhiraj Bhal who have known each other for a decade now. After spending a few years at The Boston Consulting Group, both started discussions on what and how to startup over weekend conference calls across the seas. They later got together in Delhi. They met Raghav Chandra, an engineer at Twitter, through mutual friends and connected instantly. Their shared ambitions, interests and complementary skill sets drew them together.

The company founded by the trio, Urban Clap, is claimed to be one of the largest mobile services marketplace in India today. It is a web and mobile-based marketplace for trusted local services. They have raised Rs 10 crores in funding from SAIF Partners, Accel Partners and the founders of Snapdeal, Kunal Bahl and Rohit Bansal.

Urban Clap enables users find any service professional like a plumber, a wedding photographer, a yoga teacher, or an interior designer. They want to be the go-to platform helping customers complete projects that are important to their urban lives – everything from designing their homes to capturing key moments, learning arts, filing taxes, and getting healthier etc.

The 25-member strong team of Urban Clap has been doubling every month now. Team members vary from experienced personnel with expertise in consulting, customer relations, operations to fresh IIT and DU graduates across the four key functions -- technology, business development, marketing, and operations. Abhiraj and Varun believe that number of service providers is not the right metric in their business. The company claims to have 1000+ highly engaged service providers on the platform through whom they are connected to multiple 1000 professionals. They have more than 10,000 customers on their platform every month and have already made connections for more than five crores in business value.

Local services in a large economy like India makes the market size of \$50B+ which is growing fast.

Other startups operating in the same segment are Doormint, TimeSaverz, Mr. Right, Taskbob and Zepper. Listing portals such as JustDial, Sulekha, YellowPages, Near.in; and providers such as Jack on Block, Hammer and Mop also operate in the same segment indirectly. While Timesaverz had raised angel investment in Oct 2014

- (i) List the 7Ps of hyper-local service platforms like Urban Clap from the point of view of
  - (a) End consumer
  - (b) Service Provider
- (ii) There are multiple service providers available on Urban Clap. In such a scenario, what measures can Urban Clap take to ensure customer satisfaction from the services provided by focusing on customer expectations and perceptions?

### **SECTION – B**

**02×03 = 06 Marks**

Q. 2: Discuss few service failures you experienced at various services organizations and how they did service recovery. What understanding can be gained about the company's service philosophy through the acts they undertook?

Q. 3: "Internal Marketing in services is the most critical for achieving highest level of customer satisfaction". Discuss the statement in light of service triangle model for insurance, aviation and beauty industry.

Q. 4: Discuss the problems you faced during a recent visit to your Bank due to the factors of intangibility, perishability, inseparability and variability of services? Give suitable suggestions to the bank on improving the service?

### **SECTION – C**

**03×02 = 06 Marks**

Q.5. *Servification of products is the way forward for 21<sup>st</sup> century*. Elucidate the statement in the light of e-commerce industry and also taxi aggregation model as to how they can servify their product offer.

Q. 6. How LIC and ICICI Prudential can build upon its service offer better through the use of RATER model. Discuss strategies under each service dimension.