

## Marketing Management (PG22)

### Field Project Overview (10 Marks), Batch 2024-26

As part of their coursework, PGDM 1st-year students are assigned a field project worth 10 marks. The objective is to enhance their practical understanding of the FMCG sector by analyzing real-world products and their competitive landscape.

#### Project Requirements:

Students must identify **2 products** and their respective **2 competing products** within **three categories** of the FMCG industry:

1. **Food and Beverages**
2. **Personal and Household Care**
3. **Healthcare**

For each identified product and its competitor, students are expected to:

- Conduct a **Segmentation, Targeting, and Positioning (STP)** analysis to understand market dynamics.
- Perform a detailed **SWOT Analysis** (Strengths, Weaknesses, Opportunities, and Threats) and **PESTLE Analysis** (Political, Economic, Social, Technological, Legal, and Environmental factors) to evaluate external and internal business environments.
- Identify and compare the **unique selling points (USPs)** or **value propositions** of both the product and its competitor.
- Analyze and report on:
  - **Pricing Strategies:** Understand and compare the pricing structures of the selected products.
  - **Packaging Distinctiveness:** Assess the uniqueness and appeal of the product packaging.
  - **Distribution Channels:** Evaluate how the products reach consumers through various distribution networks.

#### Field Visit Expectations:

Students are required to select a **local business** (small, medium, or large) from any industry or sector within the FMCG domain. The chosen business should be open to student interactions, allowing observations, interviews, and data collection.

During the field visit, students should engage with the business, collect relevant information, and analyze the selected products comprehensively.

#### Submission Guidelines:

Students must prepare and submit a detailed report documenting their findings. The report should include:

- A clear structure with appropriate headings and subheadings.
- Analytical insights supported by data and observations.
- Visuals such as charts, graphs, or tables to enhance presentation.

This project aims to bridge the gap between academic learning and industry practices by equipping students with hands-on experience in understanding market strategies, competition, and consumer behavior within the FMCG sector.

**Rubrics for Evaluation:**

Criteria	Max Marks	Full Marks	Partial Marks	No Marks
<b>1. Product Identification and Analysis</b>	2	<b>2 Marks:</b> Accurate and detailed identification of 10 products and their competitors across all 3 categories.	<b>1 Mark:</b> Identification is incomplete or lacks detail.	<b>0 Marks:</b> Poor or no identification of products and competitors.
<b>2. Analytical Frameworks</b>	3	<p><b>STP Analysis (1 Mark):</b> Clear and accurate segmentation, targeting, and positioning for all products.</p> <p><b>SWOT Analysis (1 Mark):</b> Well-detailed strengths, weaknesses, opportunities, and threats for products and competitors.</p> <p><b>PESTLE Analysis (1 Mark):</b> Comprehensive consideration of political, economic, social, technological, legal, and environmental factors.</p>	<p><b>STP (0.5 Marks):</b> Limited or unclear segmentation, targeting, and positioning.</p> <p><b>SWOT (0.5 Marks):</b> Incomplete or generic SWOT analysis.</p> <p><b>PESTLE (0.5 Marks):</b> Limited or unclear consideration of PESTLE factors.</p>	<b>0 Marks:</b> Minimal or no application of analytical frameworks.
<b>3. Identification of USPs and Value Propositions</b>	2	<b>2 Marks:</b> All 30 products and their competitors analyzed for USPs and value propositions with clear, insightful observations.	<b>1 Mark:</b> Limited or generic analysis of USPs.	<b>0 Marks:</b> No significant findings or incorrect information.
<b>4. Pricing and Packaging Analysis</b>	1.5	<b>1.5 Marks:</b> Comprehensive and insightful evaluation of pricing strategies and packaging uniqueness for all products.	<b>1 Mark:</b> Moderate analysis; missing details for some products.	<b>0.5 Marks:</b> Minimal or incorrect information.

Criteria	Max Marks	Full Marks	Partial Marks	No Marks
<b>5. Distribution Analysis</b>	1.5	<b>1.5 Marks:</b> Clear understanding of distribution strategies and channels for all products.	<b>1 Mark:</b> Limited details provided.	<b>0.5 Marks:</b> Minimal or inaccurate insights.
<b>6. Report Presentation and Structure</b>	1	<b>1 Mark:</b> Well-organized, professional report with clear structure, visuals (e.g., charts, graphs), and proper citations.	<b>0.5 Marks:</b> Average presentation; lacks clarity in some sections.	<b>0 Marks:</b> Poor presentation or lack of coherence.

## 1. Pedagogical Innovation Implemented

### Field-Based Experiential Learning through Industry Interaction:

The project integrates experiential learning by requiring students to analyze FMCG products through direct field visits and real-world observation. This approach combines theoretical concepts with hands-on, practical exposure. Key innovative elements include:

- **STP, SWOT, and PESTLE Analysis Application:** Students apply advanced marketing frameworks to real-world scenarios. This practical application enhances analytical thinking and reinforces theoretical understanding.
- **Competitor Analysis:** Analyzing products alongside their competitors introduces students to the complexities of competitive markets.
- **Focus on Local Businesses:** Encouraging interaction with local businesses bridges the gap between academia and industry.
- **Integrated Assessment Components:** Evaluation includes multiple dimensions, such as product identification, strategy analysis, and report presentation, fostering comprehensive learning.

## 2. Why was Pedagogical Innovation Developed?

### Need for Practical Exposure in Management Education:

- **Bridging the Gap between Theory and Practice:** Traditional classroom-based learning often limits students' ability to understand the dynamic nature of the FMCG sector. This project allows students to engage with real-world complexities.
- **Addressing Diverse Learning Needs:** Experiential learning caters to kinesthetic and visual learners by emphasizing observation, interaction, and detailed analysis.
- **Enhancing Industry Readiness:** Management graduates require practical skills and the ability to analyze and strategize in real-world scenarios. This project aligns classroom learning with industry expectations.

- **Fostering Active Participation:** Engaging with businesses encourages students to take initiative, communicate effectively, and think critically.

### 3. Impact on Teaching-Learning

#### Observed Improvements:

- **Enhanced Analytical Skills:** Students demonstrate a better grasp of marketing frameworks and their applications. Their reports often showcase detailed and well-structured insights into product strategies.
- **Increased Participation:** Field-based assignments encourage higher participation levels. Students are more engaged and proactive in gathering data and conducting interviews.
- **Real-World Awareness:** Feedback indicates that students feel more confident about understanding market dynamics and business strategies.
- **Skill Development:** Improved communication, negotiation, and critical thinking skills have been noted as students interact with business owners and professionals.

#### Evidence of Impact:

- **Student Feedback:** Many students express satisfaction with the hands-on learning experience, highlighting how it enriched their understanding of FMCG marketing.
- **Improved Assessment Scores:** Compared to theoretical assignments, students perform better due to the relatable and engaging nature of the project.
- **Engaged Learning Environment:** Classroom discussions following the project are livelier, with students sharing diverse field insights and experiences.

This innovation not only strengthens students' conceptual understanding but also prepares them for the challenges of the corporate world.



## Service Marketing – PGM04

### Field Assignment (Max. Marks: 10), Batch 2023-25

#### Objective:

The aim of this assignment is to provide students with practical exposure to the service marketing domain by analyzing real-world service providers. Students will act as customers or interview existing customers to evaluate the quality of services offered and the factors influencing their delivery.

#### Task:

Students are required to visit a service provider from any of the following sectors:

- **Healthcare:** Hospitals or clinics.
- **Hospitality:** Hotels, resorts, or amusement parks.
- **Financial Services:** Banks and insurance companies.
- **Travel & Tourism:** Tour operators or travel agencies.
- **Consulting Services:** Professional consulting firms.
- **Automobile:** Car dealerships (for services only).

During the visit, students will observe and document their findings based on the following key parameters:

#### Key Assignment Components:

1. **The 7 Ps of Service Marketing:**  
Analyze the service provider's strategies for:
  - **Product:** The core service and supplementary services offered.
  - **Price:** The pricing strategy and its perceived value.
  - **Place:** Service delivery channels and accessibility.
  - **Promotion:** Advertising, promotions, and communication strategies.
  - **Physical Evidence:** The tangible elements like infrastructure, ambiance, and branding.
  - **Process:** The steps involved in service delivery.
  - **People:** Staff behavior, interaction, and customer handling.
2. **Service Quality Parameters:**  
Evaluate the quality of services based on:
  - **Tangibles:** Physical appearance of facilities, equipment, personnel, and communication materials.
  - **Reliability:** The ability to deliver the promised service consistently and accurately.

- **Responsiveness:** The service provider's willingness to assist customers promptly and address their concerns.
  - **Assurance:** The knowledge and courtesy of employees, inspiring customer trust and confidence.
  - **Empathy:** The extent of personalized care and attention provided to customers.
3. **Service Front-End and Back-End (Servuction Model):**  
Examine the visible (front-end) and behind-the-scenes (back-end) components of the service process.
  4. **Service Encounter (Three Stages):**
    - **Pre-Service Stage:** Customer expectations and preparation before availing the service.
    - **Service Delivery Stage:** Interaction with the service provider and experience during service consumption.
    - **Post-Service Stage:** Customer reflections and follow-ups after the service.

### Report Guidelines:

- **Format:** Handwritten, minimum 5 pages.
- **Content to Include:**
  - **Basic Details:** Time, date, name, and location of the service provider.
  - **Observations:** Detailed findings on the 7 Ps, front-end and back-end processes, service quality, and service encounter stages.
  - **Visual Proof:** Attach visiting cards, photos of the premises or products, and a selfie at the location. These are mandatory for assignment evaluation.
  - **Reflection:** A 2-minute video recording summarizing your learning experience.

### Important Guidelines for Execution:

1. **Preparation:** Research the chosen service provider and prepare as a customer before the visit. Use effective interpersonal skills to interact with employees or observe the environment.
2. **Documentation:** Accurately document all observations, as details are critical for evaluation.
3. **Engagement:** Take note of both positive and negative aspects of the service experience.
4. **Visual Evidence:** Submit a selfie, photos, and any relevant documents to validate the visit.

### Report Structure:

1. **Introduction:**
  - Time and date of the visit.
  - Name and location of the service provider.
2. **Observations and Analysis:**
  - Insights on the **7 Ps of Service Marketing**.
  - Assessment of service quality parameters (tangibles, reliability, responsiveness, assurance, and empathy).

- Front-end and back-end evaluation.
  - Service encounter stages.
3. **Reflection:**
- Overall assessment of the service experience.
  - Highlight at least two key learnings from the visit.
4. **Conclusion:**
- Summary of observations and takeaways from the assignment.

**Deliverables:**

- A comprehensive handwritten report including the above components.
- A 2-minute video reflection summarizing your key insights.

**Evaluation:**

This assignment allows students to connect theoretical knowledge with practical exposure, enabling them to critically analyze real-world service marketing strategies. Ensure accuracy, detail, and clarity in your submission. Good luck!

**Rubric for evaluating the Service Marketing Field Assignment:**

Criteria	Max Marks	Full Marks	Partial Marks	No Marks
<b>1. Observation of 7 Ps</b>	3	<b>3 Marks:</b> Comprehensive analysis of all 7 Ps with detailed observations and relevant examples.	<b>1.5–2 Marks:</b> Analysis of 5–6 Ps with some gaps in detail or examples.	<b>0–1 Mark:</b> Minimal or no mention of the 7 Ps.
<b>2. Service Quality Evaluation</b>	2	<b>2 Marks:</b> Detailed evaluation of all five service quality parameters (tangibles, reliability, responsiveness, assurance, empathy).	<b>1–1.5 Marks:</b> Analysis of 3–4 parameters with some detail missing.	<b>0–0.5 Mark:</b> Poor or no evaluation of service quality.
<b>3. Service Encounter Analysis</b>	1.5	<b>1.5 Marks:</b> Comprehensive description of all three stages (pre-service, service delivery, post-service).	<b>0.75–1 Mark:</b> Description of only 2 stages or incomplete details.	<b>0–0.5 Mark:</b> Poor or no analysis of service encounter stages.
<b>4. Front-End and Back-End Analysis</b>	1.5	<b>1.5 Marks:</b> Clear and insightful distinction between front-end and back-end processes using examples.	<b>0.75–1 Mark:</b> Limited or partially accurate distinction with insufficient detail.	<b>0–0.5 Mark:</b> Minimal or no analysis of front-end and back-end.



Criteria	Max Marks	Full Marks	Partial Marks	No Marks
<b>5. Report Presentation and Structure</b>	1	<b>1 Mark:</b> Well-organized, professional report with clear structure, visuals, and proper validation (photos, visiting card, etc.).	<b>0.5–0.75 Marks:</b> Average presentation; lacks clarity in some sections or missing some validation items.	<b>0 Marks:</b> Poor presentation, disorganized structure, or missing evidence.
<b>6. Reflection and Key Learnings</b>	1	<b>1 Mark:</b> Thoughtful reflection with at least two key learnings clearly articulated in the report and video.	<b>0.5–0.75 Marks:</b> Limited reflection or only one key learning presented.	<b>0 Marks:</b> No reflection or minimal effort in summarizing learning.

## 1. Pedagogical Innovation Implemented

The pedagogical innovation implemented in this assignment is **experiential learning through a field-based service marketing analysis project**. It combines **real-world exposure, active learning, and structured theoretical frameworks** to enhance the learning process.

### *Key Features of the Innovation:*

- **Experiential Learning:** Students visit actual service providers to analyze their operations and strategies. This provides them with hands-on experience and a deeper understanding of service marketing concepts.
- **Integration of Analytical Frameworks:** The assignment incorporates service marketing concepts such as the **7 Ps, service quality parameters, servuction model, and service encounter stages** to ensure a structured and comprehensive evaluation.
- **Interactive Role Play:** Students pretend to be customers, engaging directly with service providers or their customers to gather insights. This active role-playing method helps improve observational and interpersonal skills.
- **Multimodal Submission:** Students are required to present their findings in a **handwritten report**, supplemented with visual evidence (photos, visiting cards, and a selfie) and a **video reflection**. This multimodal approach encourages creativity and thorough documentation.
- **Focus on Real-World Skills:** Students practice critical thinking, research, and professional communication by interacting with employees and analyzing service environments.

## 2. Why Was This Pedagogical Innovation Developed?

### *Addressing Challenges in Traditional Teaching:*

- **Lack of Practical Exposure:** Traditional classroom lectures often fail to convey the complexities of service marketing in real-world settings.
- **Engagement Issues:** Students might struggle to connect abstract concepts like service quality or the 7 Ps to actual business practices.
- **Limited Skill Development:** Classroom learning does not adequately develop interpersonal, analytical, and observational skills, which are crucial for understanding service marketing.

### *Enhancing Learning Outcomes:*

- **Bridging Theory and Practice:** The innovation bridges the gap between theoretical knowledge and real-world application by requiring students to evaluate actual businesses.
- **Encouraging Active Participation:** The role-play approach and interactive components, such as interviews and customer observations, make learning more engaging.
- **Promoting Critical Thinking:** The assignment challenges students to analyze business strategies critically, evaluate service quality, and identify areas for improvement.

## **3. Impact on Teaching-Learning**

The implementation of this pedagogical innovation has led to significant positive outcomes in the teaching-learning process:

### *a. Enhanced Student Performance:*

- **Application of Concepts:** Students demonstrate a deeper understanding of service marketing frameworks as they apply theoretical concepts like the 7 Ps and service quality parameters in real-world scenarios.
- **Improved Analysis Skills:** Feedback from reports shows better analytical thinking, with students identifying nuanced details such as pricing strategies or the empathy of service staff.

### *b. Increased Participation and Engagement:*

- **High Enthusiasm Levels:** Students actively participate in field visits and share unique insights from their experiences during class discussions.
- **Collaborative Learning:** Many students discuss their findings with peers, leading to knowledge sharing and collective learning.

*c. Greater Comprehension:*

- **Practical Insights:** Observing real-world operations helps students grasp complex concepts like the servuction model and service encounter stages more effectively than lectures alone.
- **Holistic Learning:** By combining theoretical frameworks with real-world application, students gain a well-rounded understanding of service marketing.

*d. Positive Student Feedback:*

- Students reported enjoying the hands-on aspect of the assignment and found it valuable for connecting theory to practice.
- They appreciated the opportunity to improve soft skills such as observation, communication, and presentation.

*e. Evidence of Impact:*

- **Improved Grades:** Students who participated in this experiential learning activity showed higher performance in subsequent assessments related to service marketing.
- **Increased Engagement in Class:** Discussions about field visits generated lively interactions and more inquisitive questions about service strategies.

Overall, this innovation fosters **active learning**, **skill development**, and **real-world readiness**, making it an effective approach for teaching service marketing concepts.



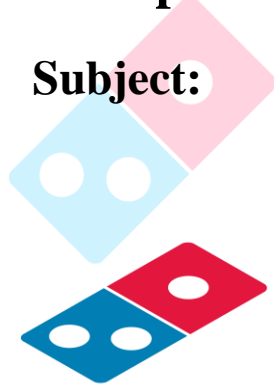
**Academic Session (2023 –25)**

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**Group:** I

**Subject:** Service Marketing



**Domino's**  
**Domino's**

**Submitted By:**

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# Field Service Marketing Assignment Report On Dominos

**Service Provider:** Domino's Pizza

**Location:** Jagat Farm, Greater Noida

**Date of Visit:** [Insert Date]

**Time of Visit:** [Insert Time]

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## 1. Introduction to Domino's Pizza

As part of my field service marketing associated with the assignment, I went to **Domino's Pizza** which is situated in **Jagat Farm, Greater Noida** on 06/09/2024. **Domino's** is an internationally famous chain in fast food or Quick service restaurants and as per its operational profile, it focuses on delivery as well as take-away pizza services. The brand values its consumers and assures them of the quality of the products offered by way of timely innovations such as the 30-minute delivery policy'. There are over 17000 Domino's Pizza outlets across the world that is known for fast delivery, great quality and on-demand pizzas.

The location of Jagat Farm's Domino's is quite important in that it's a highly populated area with numerous universities, office blocks and homes. This place also enjoys good online and physical order volume thanks to being near to students and other working-class people. For one of my assignments, I analyzed the whole processes aimed at the end user including Domino's services, applying for that by the Seven P's of Service Marketing, SERVQUAL, and Seven Model. The very desire inspired me to learn how this fast food industry player managed to retain the loyalty of its customers by properly designing and implementing the service process.

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## 2. The Seven P's of Service Marketing

### Product

Pizza is the main product offered by Domino's which has a lot of variations catering to different tastes. The brand has varieties of pizza with different crust styles, for instance, Hand-Tossed pizza, Thin Crust Pizza, Wheat Thin Crust, and the well-known Cheese Burst. The range of toppings is quite extensive, vegetarian and non-vegetarian toppings that include many preferred vibrant tastes like Paneer Makhani, and Indie Tandoori Paneer, and Chicken Pepperoni.

Even including items such as pizza, Domino's provides many other supporting products including garlic breadsticks, pasta, chicken wings, choco lava cake, and different kinds of drinks. These accompany the main product and improve the overall experience by allowing customers to access a full meal package under one provider. The new launches and introduction of seasonable limited-time-only campaigns and product lines have also proven to be important tactics to ensure that the menu does not become stale and boring.

On that day, I ordered one Medium Cheese Burst Pizza with Farm Fresh veg's extra Nanyone and Black Olive's, stuffing Garlic Bread And pizza was delish hot served and the cheese burst was as decadent as what Domino's promises. It is about juiciness and flavor balance and fresh ingredients are always the brand manages to deliver quality **food.Price**

Domino's pricing strategy is designed to appeal to a broad customer base, ranging from students and families to professionals. The brand employs a **value-based pricing** approach, where products are priced to provide good value for money while maintaining a balance between affordability and quality. For instance, Domino's offers **Everyday Value Deals**, which provide two medium pizzas at discounted rates. This pricing strategy helps attract price-sensitive customers who are looking for budget-friendly meal options.

Moreover, Domino's offers various combo deals and family packs, which are designed to maximize value for group orders. The prices of these combos are strategically set lower than the sum of individual items, incentivizing customers to opt for bulk purchases. Additionally,

Domino's frequently runs **limited-time offers** and **seasonal promotions**, both online and in-store, which create a sense of urgency and increase order volumes.

For my meal, I found the price of ₹499 for a **Medium Cheese Burst Pizza** and **Stuffed Garlic Bread** to be reasonable given the quality, portion size, and customization options available. I also received a **10% discount** through the Domino's app, which further enhanced the value perception. The pricing strategy, combined with frequent offers, makes Domino's an attractive option for students in the Jagat Farm area, who are often looking for cost-effective meal solutions.

## Place

The Jagat Farm outlet is well located in Greater Noida with a lot of educational institutions, residential complexes and commercial establishments around it. There is everyday footfall throughout the day fitting the target customers such as students who need a quick meal or working people placing orders during lunch breaks. The outlet is designed to accommodate temporary in-house patrons though a takeout and delivery model is the main focus of the conceptualization.

Domino's has physical stores and with its most complex ordering system which is integrated into the website and mobile application. In addition, the app is quite simple in usage with a few navigation options which consist of menu browsing, order customization, and payments processing. It is also capable of tracking the order through the application where customers can.

All, the outlet's infrastructure for making deliveries is well and put in place with a delivery channel supported by people to deliver and a management system for the kitchen in without biases. Domino's has assured its customers concerning the delivery patterns as, even with the high traffic, dispatching trailers is no problem in the Greater Noida area. The promise of delivery in "30 minutes or free" has been associated with the various services of Domino's and has continued to keep customers happy and trusting them.

## **Promotion**

Domino's brand promotion tactics are approached from different angles, that is, modern and traditional methods are harmoniously combined. The Jagat Farm location exhibited a number of promotional materials, buy 1 medium pizza, get 1 free and combo meal offers that were running at the time. Such offers were also in the Domino's app, which on a regular basis sends out push notifications to update them on the latest offers and discounts available to the customers.

Domino's also engages with its consumers via social media platforms including Instagram, Facebook, and Twitter by conducting contests, promotions, and influencer campaigns. The brand is also engaging in email marketing and SMS alerts with customers concerning deals that are due and new product introductions, as I mentioned before. For example, during my stay there I had the app on my phone and received a deser notification for a limited period promotion and added a Choco Lava Cake to my order. This is an example of real-time marketing used by Domino's and the impact this marketing plan has on the customers' purchasing behavior.

In summary; For its securitisation and advancement, Dominos follow several orthodoxions. For their entertainment needs, consumers can order a wide range of delicacies and pizza. At Jagat's farm, a number of promotional offers: Buy 1 get 1 free on medium pizzas, and combo meals such as the chicken meal were presented to customers. Such offers were also in the dominos app, which on a regular basis sends on some push notifications on how latest offers and discounts which are there to the customers.

## **Physical Evidence**

Physical evidence plays a major role in service marketing. The outlet at Jagat Farm was neat and well-organized, with minimalistic design to make sure that it serves the purpose of functionality over anything else. Digital menu boards were installed in addition to the counter. This would make it easier for the customer to go through the menu and place their order. The open kitchen layout allows consumers to view the preparation of pizzas, reinforcing transparency and hygiene standards.



The staff wore branded uniforms, and the pizzas themselves came in branded blue-and-

White boxes that help retain heat so the pizza is in the best possible shape. Packing was solid, branding clear, and it made the box look more appealing; it kept the pizza warm during delivery..

## **Process**

There is extreme efficiency in the processes at Domino's. Thus, there is a great emphasis on speed and accuracy. Dominos operates a highly standardized process aimed at ensuring quality across various outlets. Ordering processes-either in-store or through online means-have been made to be as smooth as possible to reduce the waiting times for customers. Upon going there, I booked my order with Domino's mobile app, which was quite user-friendly and hassle-free. I managed to customize my pizza in a way that was easy for me and, with the real-time order tracker, I could follow its preparation.

Once ordered, it was now the turn of the backend at Dominos. It was coordinating its kitchen staff for the pizza that reached my table within 15 minutes. Real-time tracking on the app enabled me to track every step: preparation, baking, and packaging. This makes it more transparent and increases trust among customers.

Dominos uses the GPS-enabled delivery route optimization system to facilitate delivery orders, assigning them to the nearest available delivery personnel to ensure piping hot, fresh pizzas within 30 minutes. This process is really essential for maintaining customer satisfaction, especially in a dense city like Greater Noida..

## **People**

The people component of Domino's service model encompasses all the personnel interacting with the customer, from the counter staff to the delivery boys and girls. During my visit to the Jagat Farm outlet, I found that the outlet staff were very courteous, professional, and well-trained. The counter staff quickly and efficiently handled my order, including helpful suggestions

on new menu items that I asked about. Their ability to take quick orders despite the busy environment reflected their training and experience.

Moreover, the delivery personnel were punctual and very professional to ensure customers received their orders on time. Dominos places great emphasis on their staff training, which is reflected in customer service, food safety, and hygiene matters. This training is reflected in the interaction of the staff with the customers since they were able to handle multiple orders without losing their cool.

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### **3. Evaluation of Service Quality Using SERVQUAL Parameters**

The quality of service for Domino's, Jagat was assessed using the SERVQUAL model. The people component of Domino's service model comprise all the people that interact with the customer - the staff at the counter, the delivery boys and girls, everyone. When I visited the outlet at Jagat Farm, I found the outlet staff friendly, professional, and well trained. The staff at the counter immediately attended to my order, even suggesting new menu items upon inquiry. That they could take quick orders amidst the busy environment reflected their training and experience.

Moreover, delivery people were on time and extremely professional to ensure clients get their orders on time. Dominos places great emphasis on their staff training reflected in customer service, food safety as well as hygiene matters. This is reflected in the interaction of the staff with the customers since they were able to handle many orders without losing their cool. Empathy.

### **Tangibles**

Physical evidence of Domino's service grinds the psychological perceptual processes that customers use to interpret service. The Jagat Farm outlet was neat and well-maintained with a modern, simplistic style. Having an open kitchen allowed customers to look at how pizzas were constructed, thus amplifying the brand's value of transparency and food safety. The menu boards

were digitally displayed and were well-organized. The packs were durable enough that even on delivery, the pizza is still warm and fresh.

Staff uniforms were clean and branded, further giving a complementary touch to the professionalism of the outlet. On the whole, all the tangible elements of the service were well maintained showing a good customer impression.

### **Reliability**

Reliability means the degree to which the service performer can deliver the service consistently. The reputation of Domino's was built around speed and reliability; its "30 minutes or free" delivery promise was central to the brand. During my visit there, it was observed that Domino's met this commitment repeatedly. The delivery took just 15 minutes from placing the order, and the staff was able to handle many customers without lowering their standards of service.

Besides, with the help of the Domino app, it granted status regarding the order tracking system. All in all, this creates transparency and reliability in the whole process. Consistency in the delivery of its service both at the store and online strengthens Domino's reputation for being reliable.

### **Responsiveness**

Responsiveness: It would relate to the readiness of the staff to serve customers and rendering quick service. The responsiveness at the Jagat Farm outlet was pretty good as orders were managed rather quickly and any customization requests were agreed upon. When I asked for some suggestions, the person at the counter helped a lot and did make some useful suggestions based upon my preferences.

The delivery personnel were also put down as punctual and courteous enough to ensure orders would arrive in a timely manner with customers. This responsiveness of the staff to customer needs added to their strength in managing large volumes of orders to provide a seamless and smooth service experience.

## **Assurance**

Assurance relates to knowledge and politeness of staff, their trust and confidence inspiring. The team working for Domino's Jagat Farm showed a high level of competence and professionalism. The staff was articulate about their menu items and gave some recommendations apart from answering my questions quite clearly and confidently.

That feeling of surety was also contributed to by the visible kitchen layout, where one could see the cleanliness and organization of the food preparation. Digital order tracking furthered this sense of trust with customers being able to see where an order was in real time.

## **Empathy**

Empathy means giving personalized attention to the customers. Though it was a busy environment, the staff at Domino's Jagat Farm listened to the customer about their preference for order and special requests. Counter staff were attentive; they gave recommendations based on my personal preference. Though a large number of customers were present, the service seemed personalized.

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## **4. Servuction Model: Front-End and Back-End Service Analysis**

The **Servuction Model** helps distinguish between the **front-end** and **back-end** service operations, providing a holistic view of service delivery at Domino's.

### **Front-End**

The front-end elements of Domino's service include all customer-facing aspects, such as the ordering process, in-store ambiance, and employee interactions. At the **Jagat Farm outlet**, the

front-end operations were highly efficient. The ordering process was streamlined through **digital menu boards**, and the **counter staff** were well-trained in handling customer queries and orders.

The open kitchen layout allowed customers to view the pizza preparation process, adding transparency to the service. Additionally, the **real-time order tracking system** on the app provided customers with updates on their order status, further enhancing the customer experience.

## **Back-End**

The back-end operations at Domino's are critical to its ability to deliver on its promises of **speed and quality**. These operations include **kitchen management, inventory control, and delivery logistics**. During my visit, I observed that the kitchen staff worked efficiently to prepare the pizzas in a timely manner. The kitchen was well-organized, and the staff followed standardized procedures to ensure consistency in product quality.

Domino's uses a **GPS-enabled delivery system**, which allows the store to optimize delivery routes and assign orders to the nearest available delivery personnel. This system ensures that pizzas are delivered hot and fresh within the promised time frame. Additionally, Domino's centralized **inventory management system** ensures that the outlet is well-stocked and prepared to handle high volumes of orders during peak hours.

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## **5. Service Encounter Analysis: Three Stages of the Service Encounter**

### **Pre-Service Stage**

Before visiting **Domino's Jagat Farm**, I had certain expectations based on the brand's reputation for fast and reliable service. The **30-minute delivery guarantee**, combined with Domino's consistent quality across outlets, created an expectation of efficiency and high-quality

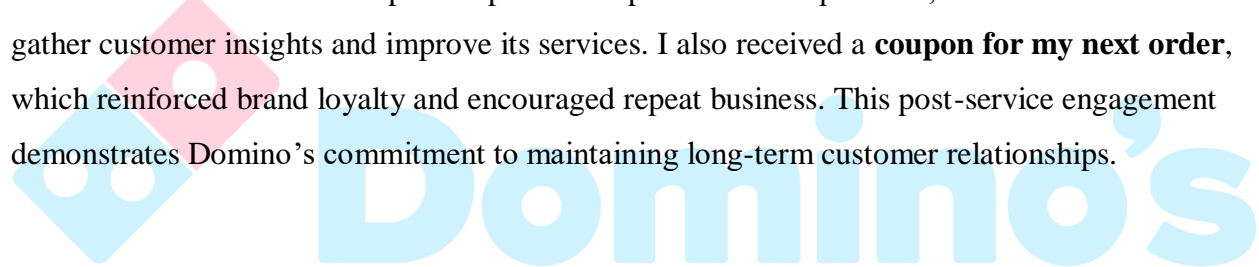
food. The promotional materials I received via the app, such as **push notifications** for ongoing deals, further shaped my expectations of a value-for-money experience.

### **Service Stage**

The service stage, or the actual interaction with the brand, met my expectations. The ordering process was smooth, and the staff were efficient and helpful. The pizza was prepared within 15 minutes of placing the order, and the **real-time order tracking** feature allowed me to monitor its progress. The open kitchen layout also enhanced the overall experience by providing transparency into the food preparation process.

### **Post-Service Stage**

After receiving my pizza, I was prompted to provide feedback via the Domino's app. The feedback mechanism is an important part of the post-service experience, as it allows Domino's to gather customer insights and improve its services. I also received a **coupon for my next order**, which reinforced brand loyalty and encouraged repeat business. This post-service engagement demonstrates Domino's commitment to maintaining long-term customer relationships.



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## **Key Learning**

### **6. Overall Assessment of the Visit and Suggestions for Improvement**

My visit to **Domino's Pizza, Jagat Farm** was a positive experience overall. The service was fast, the staff were courteous and knowledgeable, and the food quality met my expectations. The

**order tracking system** added a layer of transparency and enhanced the overall customer experience. However, there are a few areas for improvement:

1. **Dine-In Experience:** While the store primarily caters to takeout and delivery customers, the dine-in seating area was limited and felt slightly cramped during peak hours. Expanding the seating area or improving the layout could enhance the experience for customers who prefer to dine in.
2. **Self-Service Kiosks:** Introducing self-service kiosks in-store could further streamline the ordering process, especially during busy periods. This would reduce wait times for walk-in customers and provide a more seamless experience.
3. **Enhanced Promotions:** While Domino's promotional strategy is effective, offering more **personalized promotions** based on customer order history could increase customer loyalty. For example, offering discounts on a customer's favorite pizza or sending tailored recommendations could enhance the overall customer experience.

### **Dominos Visit & Telling about the Gaps**



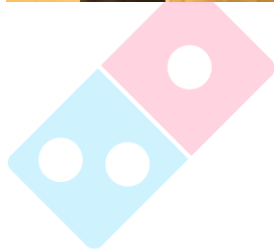
Domino's

## Their ambience





## Experiencing their service



# Domino's



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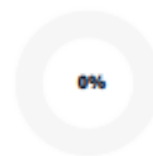
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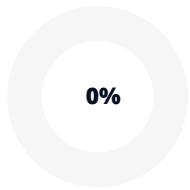
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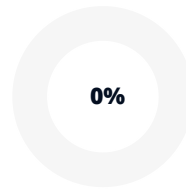
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Knowledge Park-III, Greater Noida

PGDM 2023-25

## **Service Marketing Field Assignment**

### **NJ India Invest Pvt Ltd**



**Submitted By:**

**Student Name -** Kunal Kumar

**GLBIMR Roll No –** PGDM23192

**Section- A**

**Under the Guidance of:**

Dr Amit Kumar

**Visit Details:**

**Date & Time of Visit:** 08-09-2024

**Name & Place of Organization:** NJ India Invest Pvt Ltd, Anand Vihar, New Delhi

**Purpose:** To analyze the service marketing of NJ India Invest Pvt Ltd, focusing on the 7P's of service, service quality evaluation with SERVQUAL parameters, the Sevuction model, and service encounter.

# **1. The Seven P's of Service Marketing at NJ India Invest Pvt Ltd**

## **Product**

NJ India Invest Pvt Ltd offers a range of services in the company's field of specialization as well as financial products that will fit different types of investors. Their primary offerings include.

**Mutual Funds:** In other words, it is investment products developed to pool funds of several investors whereby the fund managers use the money to invest in various securities such as stocks, bonds etc.

**Equity & ETF:** Equity is more of ownership and this means owning stock in companies or being a part owner of the business. It has become possible to invest in what can be called a software company and such investment tools are known as Exchange Traded Funds or ETFs and they are traded in the New York Stock Exchange and they are usually linked to an index or a sector of the economy.

**Bonds & FD:** Bonds can be defined as debts arranged by companies and governments for borrowing cash that which will be reimbursed with the additional interest charged over a given period. FDs are rather safe modes of investing where an individual gets assured amount of return for the money that he has deposited with the banker for a definite period.

**NPS:** The National Pension System is a retirement saving scheme wherein, people pay certain amount of money periodically to prepare for their future life after retiring from their job.

**Loan Against MF:** Another special feature of the mutual fund is that investors can borrow money with the help of pledging their mutual fund investments.

**Insurance Broking:** Insurance brokers assist insurance consumers in obtaining appropriate insurance products by assuming the role of a middleman between the consumers and insurance providers.

**PMS (Portfolio Management Services):** It is an investment service in which experts oversee individual accounts in accordance to someone's schedule and appetite for risk.

**NBFC (Non-Banking Financial Company):** These are institutions that are like banks but they are not banking institutions as they do not possess banking licenses though they offer banking services, including loans.

**Offshore:** Offshore services cover section or management of financial investment that is in the other countries for the reason like tax purposes.

**Asset Management:** This involves managing a persons or companies' investment portfolio for instance mutual funds or pension funds so as to achieve some prespecified goals.

**Technology:** Pertaining to technology, product or, solution on financial services technology or digital platforms or any reform in the finance industry.

**Education:** Course or study which was aimed in enhancing the understanding of the individual on economic or financial make informed decisions.

**Wellness:** Encompasses services that are associated with medical needs and general state of health such as medical health insurance or the corporate fitness programs.

**Interior:** This can include services that are associated with the designing and remodelling of spaces with homes, office spaces and other commercial buildings.

**Real Estate:** It covers services of purchasing, selling, leasing, or even investing on any property, providing services for the real estate sector.

**Charitable Foundation:** These are institutions that are committed to the servicing of charitable or social services and causes via collection of handouts or collective efforts.

**Investment Planning Tools:** They present several technologies that help in tracking the portfolio of investors and in evaluating the risk-taking capacity of any portfolio.

Service differentiation at NJ India Invest mainly focuses on the advisory services offered to its customers through face-to-face and the online self-service tools offered to those willing to invest in Indian markets.



## **Price**

NJ India Invest follows a transparent pricing model

For Mutual Fund Advisors: There are brokerage fees that depends on the amount invested in the funds and number of operations performed. On the balance, NJ India Invest has relatively reasonable rates compared with the industry norms but some of the ARN holders believe that the brokerage needs to be enhanced to attract more of the independent advisers.

For Investors: This is accompanied by service fees such as fund management fees, entry/exit loads where applicable and expenses ratios among others. Investors also make payments at advisory services, although there is a clear indication of the price that must be paid.

Also, there are charges towards certification like AMFI tests, for becoming certified mutual fund advisors.

## **Place (Distribution)**

NJ India Invest has a broad distribution network spread across.

**Physical Presence:** In offices in several cities in the United States with an extensive affiliated group of independent financial planners.

**Digital Platforms:** NJ India Invest offers its services through its website and a mobile application wherein investors and their advisors can witness real-time data of their portfolio and transactions. This multichannel distribution helps clients of the company communicate through their preferred media thus covering a wide geographic area

## **Promotion**

Promotion is one of the corporate objectives of NJ India Invest. They engage in multiple forms of marketing to attract both clients and advisors, they engage in multiple forms of marketing to attract both clients and advisors.

**Digital Campaigns:** NJ utilises social media platforms, e-mail marketing and web-based seminars to create awareness amongst the potential shareholders regarding issues such as mutual funds investment and planning.

**Brand Awareness Programs:** These are carried out frequently with an emphasis on experiments and financial issues. Hence, the company equally also lays a strong emphasis on safety and long-term feature of mutual funds which appeals to the conservative investors who are in search of stable investment products.



Advisor Incentives: There are some incentives that are given particularly to financial advisors to bring more clients to NJ's fold.

### **Physical Evidence**

Physical evidence relates to the tangible aspects that the clients are able to come across. NJ India Invest ensures that their physical locations reflect professionalism: NJ India Invest ensures that their physical locations reflect professionalism:

Offices: Properly arranged clean working environment, well lit and the offices should reflect the company brand.

Website and App: The websites of both companies are well designed and professional looking, navigational and they give an air of security. The clients are able to easily obtain information about accounts, invest, and monitor the portfolios.

Printed Materials: Some of the customer services offered by NJ India Invest include; Brochures, Guides and Reports Necessary for customers to deal with the company. These materials are meant to help improve the experience of the customer by offering them easily understandable information.

### **Process**

As the process involves how NJ India Invest interacts with the customers and offers its services, the availability of the services must be easy to access and convenient to the users in particular.

Advisory Process: NJ India Invest promote individual consultancy involving the pairing of clients with financial consultants.

Digital Process: All the services such as purchase of funds, redemption or transfer of funds are easily accessible on the online platforms. Its structure is sequential and easily understandable by investors and all the process steps are described.

Compliance: Any business procedures are non-recoil with the established rules of the financial legislation to preserve the investors' rights and their assets.

### **People**

The people at NJ India Invest include:

Financial Advisors: These are the essence of NJ India Invest's services; these advisors give a proper advice to the clients, the investor will have proper knowledge in relation to the kinds of products they intend to invest in.

Customer Service Team: Some of the potential users are support staff that can be assigned to either answer inquiries or resolve problems any issues clients may face, both online and offline.

Trainers and Consultants: The company encourages its advisors and the staff continue their education so that they understand the latest trends and laws on finances.

## **2. Evaluation of Service Quality using SERVQUAL Parameters**

To assess the quality of services at NJ India Invest, we apply the five dimensions of the SERVQUAL model.

### **Tangibles**

The tangible aspects of NJ India Invest are impressive.

**Physical Locations:** Their offices are clean, well-designed envisaging comfort in the ergonomics of waiting areas with equipment's of professionalism exhibited.

**Digital Platforms:** He recommend the website and the mobile app because they are clean and simple in their appearance and design, and always with the customers in mind.

**Employee Presentation:** The advisors and staff are neatly and formally dressed and are also well informed. This gives customer a sense that the company's operations are trustworthy.

### **Reliability**

Reliability is a key strength of NJ India Invest.

**Service Delivery:** It is just as well in the strategic timing of trade, order fulfilment, or even in honouring stated delivery commitments, where NJ again measures up to customer anticipations.

**Dependable Advice:** Stock brokers give sound and credible advice whereby the customers' investment objectives are achieved within the right level of risk.

### **Responsiveness**

NJ India Invest demonstrates a strong commitment to responsiveness.

**Quick Responses:** While interacting with the customers using the app or face-to-face they are promptly assisted. Advisors keep constant communication with clients which are fundamental in addressing any concern or query from the later.

**Proactive Assistance:** Of all the professionals involved in investment, advisors are always on the lookout for their clients especially during periods of instability in the market or periods when new investments are available in the market.

## **Assurance**

Assurance is delivered through the professionalism and expertise of NJ's staff.

**Expert Knowledge:** The advisors are knowledgeable in money affairs and they have all the certification required and are well acquainted with mutual funds and investment.

**Trust & Security:** The fact that it has been in existence for some time in the market makes clients to be sure that their money is safe in the firm.

## **Empathy**

NJ India Invest places great emphasis on empathy.

**Personalized Attention:** Traditionally, advisors spend time discussing clients' current financial status and come up with personalized solutions.

**Continuous Support:** But after the investment, advisors come into close contact with the clients, offering the portfolio review and managing the plans frequently or occasionally.

### **3. Sevuction Model – Front – End and Back – End of Services**

#### **Front-End**

This includes all customer-facing elements of the service experience.

**Financial Advisors:** For example, they are responsible for direct interaction with the clients. They interact with the customers with a view to identify their financial needs, tolerance to risks and preferred mutual fund or insurance products.

**Online Platform:** This is due to facts that the website and app are developed for simplicity of adoption, with tools for tracking investments, their performance, as well as convenient transactions. It has a simplified user interface which means that it is user friendly for new investors and for experienced ones.

#### **Back-End**

The back-end involves the systems and infrastructure supporting NJ's services: The back-end involves the systems and infrastructure supporting NJ's services.

**Data Management:** On the operational management side, NJ India Invest has the best CRM systems that tracks clients, their portfolio, and interaction as well as transactions that make delivery seamless.

Compliance and Regulations: All financial arrangements must not violate SEBI rules and all the advisors, and its clients must conform to the legal stipulations of the company.

#### **4. The Service Encounter Analysis**

The service encounter at NJ India Invest can be analysed in three stages.

##### **Pre-Service**

Customer first get introduced to NJ India Invest through the internet, social media and/or recommendations from other customers before they invest with the company. These customers initially visit the company to seek information on Investment products and know the various mutual funds out in the market.

##### **Service Delivery**

While in the process of delivering the service, the client interacts with an advisor either physically or through other means such as using technology. The advisor then gives a comprehensive report of the client status and recommends probably the correct mutual funds or insurance policies. Outcomes are all detailed to incorporate cost and risk assessments as well as the prospective and position of the procedure.

##### **Post-Service**

The Client Servicing does not stop with the provision of research and investment advice; NJ India Invest keeps the clients informed of portfolio status, market changes, as well as any changes in investment plans. Consultants are always available to provide answers to any questions and/reasons for any concern.

##### **Overall Experience and Observations**

The visit to NJ India Invest Private Limited was interesting, efficient with digital approaches while keeping the advisory services approachable. These core values give the clients the confidence and security in their financial transactions because of their pro-customer, professional and transparent business approaches.

# NJ India Invest Pvt Ltd Visit Proof





Every child you encounter is a divine appointment.....



# Dental Camp organized by Khushi Women & Children Care Trust



**New Delhi, June 29:** A dental camp was organized by Khushi Women & Children Care Trust at Zee T B Enclave Pocket E, where Dr. Chandradeep Chandra's team examined the teeth of 122 people. In addition to the examinations, Dr. Chandra delivered a lecture on dental hygiene and protection.

The camp was inaugurated by BJP Municipal Corporation candidate Kumari Rinku.

Notable attendees included Seema Mathur, Vice President of the Resident Welfare Association, along with Deepak Sagar, Deepak Arora, Dr. Rakesh Raman Jha, Rishi Jindal, Pankaj

Sagar, Raghuveer Singh, Geeta Singh, Vijay Verma, Abhinay Yadav, and Surat Paswan. ICPA Company generously distributed free toothpaste, mouth fresheners, and gargle medicines to 90 patients, making the event a significant success for community health and awareness (w/gsd)



<https://www.drugtodayonline.com/medical-news/news-topic/19120-free-dental-camps-provide-vital-services-in-dilshad-garden>



drugtodayonline.com  
**Free Dental Camps Provide Vital Services in Dilshad Garden**

## **1. Seven P's of Service Marketing for a Dental Clinic :-**

### **1. Product:**

Their main product is service-based; the expertise entails dental checkups and cleaning, root canal treatments, extraction, orthodontics, and oral surgery. Complementary accessories can include home care kit dental care, and aftercare booklet.

### **2. Price:**

Fixed prices for routine work; sliding scale pricing for complicated procedures; a la carte pricing for combination services, such as cleaning and whitening. They may also have payment plans, insurance, and discounts for return business or family plans.

### **3. Placement:**

It should be easy to reach and find, hence preferably in the center or in a residential area, with parking and public transportation available. Online, too: online booking, and online consultations to widen the circle of patients, and you can call them.

### **4. Promoting:**

Marketing campaigns can be done through local advertising, social media engagement, referral programs, and seasonal promotions. For instance, teeth whitening can offer a discount during summer months. Good reviews and testimonials from current patients will enhance the reputation; health education campaigns, such as tips on oral hygiene or frequently asked questions, can serve as a means of attracting new customers.

### **5. Physical Evidence:**

How clean the clinic is, how modern the dental equipment is, the comfort of waiting rooms, and how put-together the staff is. Professionally printed brochures, user ease with the website, and display certifications held by the staff enhance the professionalism/reliability of the clinic.

### **6. Process:**

Smooth patient journey: Ranging from the ease of creating appointments online or over the phone to timely check-in and transparent communication, with quick follow-ups, streamlined workflows ensure services are delivered efficiently and comfortably.

### **7. People:**

Of course, that would have to start with the staff: dentists, hygienists, receptionists, assistants, etc. It is the knowledge and professionalism, along with courtesy, that sets up a good service. Everything from constant training for the staff, so they are always aware of the newest dental procedures and patient care, etc.

## **2. Evaluation of Service Quality with SERVQUAL Parameters**

Using the SERVQUAL model, we measure the quality of the services offered by the dental clinic based on five key dimensions:

- **Tangibles:**
- The physical environment of the clinic was well kept with clean waiting areas, up-to-date dental equipment, and comfortable seating. Well-groomed staff in professional



attire and with name tags. The publicity materials were very descriptive-be they fliers, brochures, or the web site of the clinic.

**Reliability:** The clinic was very reliable; they made good on their promises. For example, the appointments were timely, and all dental procedures were properly explained to the extent that when done, the services were performed correctly and professionally.

**Responsiveness:**

The staff was quick to answer questions and doubts posed by the patients. Likewise, both the front office and the medical staff were quick to respond to requests for appointments, customer feedback, and emergency dental cases. It showed that it was willing to help and service customers' needs.

**Assurance:**

The level of knowledge was high, and the staff were very courteous. Dentists explain procedures in detail, thus allowing one to have confidence in their expertise. Similarly, visible certifications and experienced personnel increased confidence in the clinic's service.

**Empathy:**

The personal care in each visit included staff who showed they cared, making sure that patients were comfortable and knew how they might be treated and received appropriate follow-up care. Attention and concern were given to individual needs such as anxiety.

### **3. The Servuction Model for Dental Clinic Services:**

The visible and behind-the-scenes aspects of the service delivery process.

**Front End:**

Visible to Patients:

- Reception area, waiting room, and clinic ambiance.
- Interaction with front-office staff, dentists, and hygienists.
- The dental chair, equipment, and patient-care tools.
- The appointment scheduling system online or by phone.
- Explanation and treatment plans by the staff at the dental clinic.

**Back End:**

- Things that are not to be viewed by the Patients.
- processing of the records of patients and insurance claims sterilization and preparation of tools and equipment.
- inventory: Management of materials used at the dental clinic Communicating with external services, like lab work for implants.
- Internal meetings of the staff: internal training for service improvement.

### **4. Analysis of the Service Encounter:**

The sequence of different steps of the service encounter of the dental clinic may be segmented as under:

**1. Pre-Encounter (Booking & Arrival):**

Appointments are made either way online or by call. On arrival, the patients would be greeted by the receptionist who would ask for verification about the appointment-a warm check-in.

**2. Encounter (During Service):**

Explanations regarding the treatment that the dentist or hygienist is going to provide are dealt with, including any questions on the part of the patient. The staff is professional, communicative, and attentive throughout. ValuePair

**3. Post-Encounter (Follow-up):**

Later, the patient is counseled regarding aftercare, and a review date is fixed. Follow-ups or calls for any further clarification are made available without wasting any time. In the same vein, the clinic may contact patients seeking their feedback for improvement in the quality of service provided.

**5. Service Quality Evaluation:**

**1. Tangibles:**

The clinic has state-of-the-art dental instruments, nice decor, and above all, cleanliness of the place, along with professionalism in people; all these combine to build up the amount of trust one can have in the clinic.

**2. Reliability:**

The clinic always provides precise and reliable services. Appointments are kept on time, treatments are carried out with precision and gentleness.

How responsive the staff is to answer to the patient's call right there and then. Queries and issues are attended to forthwith, which reflects upon caring for the customer actually.

**3. Assurance:**

The competence and courtesy of the personnel promise the best possible service for all patients, further adding to the reputation the clinic has for competence and building the patient's confidence in the clinic.

**4. Empathy:**

Individual attention to each patient results in the solving of his problems. The clinic builds up a warm atmosphere for all patients, treating them respectfully and keeping them comfortable.

**Conclusion:**

The Seven P's of marketing are applied to service delivery in the dental clinic; the care produced from the front and back is of high quality. The service quality and patient satisfaction will maintain a positive visit to the clinic for each patient and keep nurturing relationships with the clientele.

## Sales Management (PGM02)

### Personal Selling Observation Assignment (10 Marks), Batch 2023-25

#### Objective:

The purpose of this assignment is to observe and critically analyze the **personal selling process** in a real-world context. By engaging in field observations, students will gain a deeper understanding of how personal selling techniques are applied in practical settings. This assignment provides an opportunity for students to explore the **sales process** from start to finish and evaluate its effectiveness in real-time interactions.

#### Assignment Details:

Students are required to observe a personal selling interaction in a **retail** or **business-to-business (B2B)** setting and analyze it based on the key stages of the personal selling process. The total marks for this assignment are 10, distributed across several key components.

#### Components:

##### 1. Observation (2 Marks):

- Select a retail store or a B2B environment where personal selling takes place. The setting can include physical retail stores or businesses like insurance, banking, or holiday companies, where personal selling is a key component of the customer experience.
- **Pre-Observation Planning:** Prior to your visit, choose your target market (e.g., high-end products, retail services, B2B tech solutions, etc.) and share this information in the class WhatsApp group. This will ensure that no two students observe the same market segment or business.
- **Duration:** Observe a personal selling interaction for at least **20 minutes**, during which you must observe the salesperson's approach, tactics, and interaction with the customer or client.

##### 2. Identification of Steps (2 Marks):

- Break down the personal selling interaction into its individual steps. These steps typically include:
  - **Prospecting:** Identifying potential customers.
  - **Pre-approach:** Preparing for the sales interaction.
  - **Approach:** Initial contact and building rapport.
  - **Presentation:** Delivering the sales pitch and product information.
  - **Handling Objections:** Addressing customer concerns or hesitations.
  - **Closing:** Securing a commitment or sale.
  - **Follow-up:** Ensuring customer satisfaction after the sale.

- **Task:** Identify and list the steps involved in the personal selling process as observed during the interaction. Analyze the effectiveness of each step within the context of the observed scenario.

### 3. Analysis (4 Marks):

- **Detailed Evaluation:** For each step in the personal selling process, provide a detailed analysis of how the salesperson conducted each phase of the interaction.
  - Assess the effectiveness of each step in engaging the customer.
  - Identify any **strengths** and **weaknesses** in the salesperson’s approach.
  - Offer suggestions for **improvement** in each phase of the selling process based on your observations.

### 4. Reflection (2 Marks):

- Reflect on the overall experience of observing the personal selling interaction.
  - **Key Takeaways:** Discuss what you learned from the observation. How did this interaction align with or differ from the theoretical concepts of personal selling discussed in class or in course materials?
  - **Practical Insights:** How can the theoretical principles of personal selling be applied more effectively in similar real-world situations?

### Submission Guidelines:

- **Format:** The report should be **typed**, well-organized, and properly formatted.
- **Plagiarism Report:** Ensure that the report contains **less than 2% similarity** (use plagiarism detection software to verify).
- **Supplementary Materials:** If applicable, include any **photos, sketches, or diagrams** to support your observation.
- **Length:** The report should be **comprehensive** and should **not exceed 5 pages**.

### Deadline:

The assignment is due by **07.03.2024**.

### Evaluation Rubrics for Personal Selling Observation Assignment

Criteria	Marks	Description
<b>1. Observation (2 Marks)</b>	2	- Clear selection of a retail or B2B setting for observation.
		- Detailed documentation of a <b>20-minute personal selling interaction</b> .
	1	- Observations are brief or lack clarity.
	0	- No relevant observation or failure to complete 20-minute observation.

Criteria	Marks	Description
<b>2. Identification of Sales Steps (2 Marks)</b>	2	- Comprehensive identification of all steps of the personal selling process: prospecting, approach, presentation, etc.
		- Detailed breakdown of each step in the sales process with specific reference to the observed interaction.
	1	- Missing or incomplete identification of one or more steps.
	0	- Major steps missing or insufficient analysis.
<b>3. Analysis of the Sales Process (4 Marks)</b>	4	- In-depth analysis of the effectiveness of each sales step.
		- Clear identification of strengths and weaknesses in the salesperson's approach.
		- Logical suggestions for improvement for each stage of the selling process.
	3	- Some analysis provided but lacks depth in identifying weaknesses or suggesting improvements.
	2	- Basic analysis with little reference to real-time observations or gaps in sales stages.
	0	- No detailed analysis or lack of significant insights.
<b>4. Reflection (2 Marks)</b>	2	- Thoughtful and detailed reflection on the observed selling process, connecting observations with class theories.
		- Clear understanding of the connection between theory and practice in personal selling.
	1	- Reflection is superficial or lacks clear connection to course concepts.
	0	- No meaningful reflection or failure to link observations with class concepts.
<b>5. Report Presentation and Structure (1 Mark)</b>	1	- Well-organized, professionally written report. Clear and readable, with all necessary components (photos, sketches).
	0.5	- Average presentation with minor errors in formatting or lacking clarity in some sections.
	0	- Poor presentation, lacks organization or clarity.

This rubrics table ensures that each student's performance is evaluated comprehensively, considering all aspects of the assignment, from observation to analysis and reflection, allowing for a fair and transparent assessment process.

### 1. What pedagogical innovation is implemented?

For the **Personal Selling Observation Assignment** (10 Marks), the pedagogical innovation implemented is a **real-world, experiential learning approach** combined with **reflective assessment**. The key aspects of this innovation include:

- **Field-based Learning:** Students are required to observe and analyze personal selling processes in actual retail or B2B environments. This direct engagement with the field enables them to apply theoretical concepts from class in a real-world context.
- **Structured Reflection:** After observing the personal selling interaction, students are asked to reflect on the entire process, breaking it down into distinct steps (prospecting, presentation, closing, etc.). This reflection helps bridge the gap between theory and practice, reinforcing learning through critical thinking.
- **Use of Technology for Documentation:** The assignment encourages the use of supplementary materials like photos or videos of the observed interaction (where applicable). This also involves the use of digital tools for submitting the report (online submission via email, including plagiarism checks), helping students develop skills in professional documentation and presentation.
- **Peer-to-Peer Engagement:** Before the observation, students are instructed to share their target market choice in a group chat (WhatsApp) to ensure a variety of settings and avoid duplication. This fosters collaboration and broadens their exposure to different contexts.
- **Reflective Viva:** In addition to the written report, a viva is conducted based on the student's essay and observations. This personalized interaction assesses their ability to articulate their insights and understanding of the personal selling process.

## 2. Why was pedagogical innovation developed?

This pedagogical innovation was developed to address several challenges and limitations inherent in traditional teaching methodologies:

- **Bridging Theory and Practice:** Personal selling concepts can sometimes seem abstract or theoretical to students. By having students observe real-life sales interactions, the innovation helps them apply theoretical concepts like the sales process, communication techniques, and customer psychology in practice.
- **Diverse Learning Needs:** The field-based approach caters to various learning styles. Some students may benefit more from hands-on experiences, while others may find reflection and analysis more valuable. By offering a combination of both, the assignment meets the needs of auditory, visual, and kinesthetic learners.
- **Engagement and Active Learning:** Traditional methods of lectures and textbooks may not engage all students equally. The experiential aspect of the assignment encourages active participation, critical thinking, and deeper learning by immersing students in a real-world scenario.
- **Developing Reflective Thinking and Analytical Skills:** The reflective nature of the assignment pushes students to engage in higher-order thinking by analyzing the sales process critically, offering suggestions for improvements, and drawing connections to the theoretical content discussed in class. This helps in cultivating not just knowledge, but also analytical and evaluative skills.

### 3. Impact on Teaching-Learning

The impact of this innovation on the teaching-learning process has been significant:

- **Improved Student Understanding and Application:** By observing the personal selling process in action, students gain a much deeper understanding of how sales techniques are implemented in real-world scenarios. They are able to connect concepts from the classroom to actual practice, which enhances their overall comprehension.
- **Enhanced Student Participation:** The hands-on nature of the assignment encourages greater participation, as students feel more involved in the learning process. Engaging in field observation fosters active learning and motivates students to interact with the real world rather than just passively absorbing content.
- **Higher Quality of Analysis:** The detailed analysis students provide in their reports shows a more nuanced understanding of personal selling. They are able to reflect on the effectiveness of each stage of the sales process and suggest actionable improvements, which demonstrates a high level of critical thinking.
- **Feedback from Students:** Students have expressed positive feedback, noting that the assignment allowed them to gain valuable insights into the real-world sales process. Many appreciated the reflective nature of the task, as it helped them internalize key selling principles and think critically about how they could apply these in future careers.
- **Improved Performance:** Since the assignment involves a structured approach to both observation and reflection, it has been noted that students perform better in subsequent assessments related to personal selling, indicating improved retention of the subject matter.

In conclusion, the **Personal Selling Observation Assignment** encourages active learning, critical thinking, and practical application of theoretical knowledge, which are key components of an effective pedagogical strategy in contemporary business education. The combination of fieldwork, reflection, and personalized viva has shown to significantly enhance student learning outcomes, making the innovation a successful teaching tool.

## Service Marketing – PGM04

### Self-Reflection Essay and Viva (10 Marks)

#### Instructions:

This assessment is designed to encourage students to reflect deeply on the core concepts of services marketing and their relevance in the contemporary business environment. The self-reflection essay, followed by a viva, will provide an opportunity for students to connect theoretical learning with practical understanding and career aspirations.

#### Guidelines for the Self-Reflection Essay:

1. **Integration of Services Marketing Concepts:**
  - Reflect on key concepts and frameworks from the course (ranging from **CO1 to CO5**) and their significance in the modern business landscape.
  - Discuss how these concepts (models, frameworks, or theories) have influenced your understanding of services marketing. Examples might include the **7 Ps framework, service quality parameters, or service encounter models**.
2. **Relevance to Contemporary Business Environment:**
  - Explain the practical applications of the services marketing concepts in today's dynamic and competitive business world.
  - Support your reflection with relevant real-life examples from industries like hospitality, healthcare, financial services, or tourism.
3. **Personal Insights and Career Aspirations:**
  - Share how learning services marketing has shaped your perspective and aspirations to work in the service industry.
  - Specify the role or career path you envision (e.g., customer experience manager, marketing strategist, operations manager) and discuss how the skills you've learned can be applied in that role.
4. **Preparation for Viva:**
  - Your essay will form the foundation for a short viva, which will evaluate your ability to articulate your insights and apply services marketing concepts to real-world situations.

#### Formatting Guidelines:

- **Word Limit:** 500 words (+10%).
- **Format:**
  - Font: Times New Roman or Calibri.
  - Font Size: 12.
  - Line Spacing: 1.5.
- **Structure:** Use an organized structure with an introduction, body, and conclusion.



**Rubric for Evaluating the Self-Reflection Essay and Viva (Total Marks: 10)**

Criteria	Max Marks	Full Marks (Excellent)	Partial Marks (Satisfactory)	No Marks (Poor)
<b>1. Integration of Concepts (CO1–CO5)</b>	3	<b>3 Marks:</b> Comprehensive reflection on key services marketing concepts with clear examples and connections to theory.	<b>1.5–2 Marks:</b> Covers most concepts but with limited depth or weak connections to examples.	<b>0–1 Mark:</b> Minimal or no integration of key concepts; lacks clarity or examples.
<b>2.Relevance to Contemporary Business</b>	2	<b>2 Marks:</b> Detailed and insightful discussion of the significance of services marketing in today’s business environment with real-life examples.	<b>1–1.5 Marks:</b> General relevance discussed with limited examples or superficial insights.	<b>0–0.5 Mark:</b> No meaningful discussion of relevance; lacks examples or focus.
<b>3.Personal Insights and Career Aspirations</b>	2	<b>2 Marks:</b> Clear articulation of how the learning shaped career goals with specific roles and skill applications.	<b>1–1.5 Marks:</b> Vague discussion on career aspirations with limited connections to skills learned.	<b>0–0.5 Mark:</b> No mention of personal insights or unclear career aspirations.
<b>4.Essay Presentation and Structure</b>	1	<b>1 Mark:</b> Well-structured essay with logical flow, adherence to formatting guidelines, and proper language usage.	<b>0.5–0.75 Marks:</b> Organized structure but minor formatting or language issues.	<b>0 Marks:</b> Poorly organized essay with multiple formatting or grammatical errors.
<b>5.Viva Performance</b>	2	<b>2 Marks:</b> Demonstrates strong understanding of concepts, provides clear answers, and connects theory to real-life applications.	<b>1–1.5 Marks:</b> Moderate understanding of concepts, with some difficulty in connecting them to examples.	<b>0–0.5 Mark:</b> Minimal understanding of concepts; lacks clarity or fails to respond meaningfully.

This rubric ensures an objective evaluation of both the written essay and the viva, emphasizing conceptual clarity, relevance, and the ability to articulate insights effectively.

**1. Pedagogical Innovation Implemented**

The **Self-Reflection Essay and Viva** assignment integrates a multifaceted pedagogical innovation aimed at enhancing both **conceptual understanding** and **practical application** of services marketing principles. This innovation emphasizes **reflective learning**, **active engagement**, and **oral articulation** to foster a deeper connection between theoretical knowledge and real-world experiences.

## Key Elements of the Pedagogical Innovation:

- **Reflective Learning and Personal Insight:** The assignment encourages students to reflect on services marketing concepts (CO1–CO5) and their relevance to contemporary business practices. This approach goes beyond mere theoretical learning by prompting students to integrate their academic knowledge with personal career aspirations and real-world examples. By reflecting on their learnings, students gain insights into how they can apply these concepts in future roles within the service industry.
- **Application of Theoretical Frameworks:** Students are required to engage with key models and frameworks (such as the **7 Ps**, **service quality parameters**, and **service encounter models**) to analyze and connect these concepts to real-world service industries like hospitality, healthcare, and financial services. This bridges the gap between abstract theory and tangible practice, fostering a deeper understanding of how services marketing functions in various sectors.
- **Viva as a Dynamic Assessment Tool:** The inclusion of a **viva** (oral examination) offers an innovative approach to evaluate students' comprehension and articulation of their reflections. This allows faculty to assess not only the depth of understanding but also the ability to clearly communicate and apply theoretical insights in an interactive format. The viva fosters **real-time engagement**, ensuring that students have internalized the material in a meaningful way.
- **Multimodal Evaluation:** Combining written reflection with an oral presentation allows for a more holistic evaluation of student learning. This hybrid approach emphasizes the development of both **written communication skills** (through the essay) and **verbal communication skills** (through the viva), both of which are essential for students pursuing careers in the service industry.

## 2. Why Was Pedagogical Innovation Developed?

### Addressing Challenges in Traditional Teaching Methods:

- **Limited Engagement with Real-World Application:** Traditional teaching methodologies, often centered around lectures and exams, can sometimes lead to passive learning experiences. Students may memorize concepts without understanding how to apply them in real-world business contexts. The self-reflection essay forces students to **apply the knowledge gained** to real-world scenarios, making their learning more meaningful and applicable to the dynamic service industries.
- **Lack of Personalization in Learning:** In a conventional classroom, students often struggle to relate classroom content to their personal career interests or future aspirations. The self-reflection component of the assignment allows students to tailor their learning

experience to their own career goals, particularly those interested in entering the service sector. This personalized approach fosters **motivation** and **engagement**.

- **Limited Development of Critical Soft Skills:** Traditional assessments may focus predominantly on **knowledge recall** rather than **skills development**. The inclusion of a reflective essay and viva allows for the development of critical soft skills such as **critical thinking, self-assessment, and communication skills**. These skills are vital in the service industry, where professionals must constantly assess and improve service quality, handle customer interactions, and adapt to changing demands.

#### **Why This Innovation Was Developed:**

- To address the need for **active, reflective learning** that allows students to personalize their education and connect it to real-life scenarios.
- To develop **holistic professionals** who can apply their knowledge in the service industry with both **theoretical depth** and **practical insight**.
- To foster the development of both **technical and soft skills**, equipping students with the tools they need to succeed in their careers.

### **3. Impact on Teaching-Learning**

The **Self-Reflection Essay and Viva** have had a positive impact on the teaching-learning process, as evidenced by improvements in several key areas, including student **engagement, comprehension, and performance**.

#### **a. Improved Conceptual Understanding:**

- **Depth of Reflection:** Students demonstrated an improved ability to **synthesize and reflect** on services marketing concepts in their essays. The requirement to connect theoretical frameworks with practical examples helped them understand the real-world relevance of academic models.
- **Integration of Theory and Practice:** Through the essay, students were able to make stronger connections between course material (e.g., 7 Ps, service quality parameters) and the challenges faced by service organizations, showcasing a higher level of **critical thinking**.

#### **b. Enhanced Engagement and Participation:**

- **Active Learning:** The assignment encouraged students to take ownership of their learning by reflecting on how marketing concepts relate to their own career goals. This has led to a more **engaged classroom atmosphere** where students actively participate in

discussions, bringing in real-world examples and insights from their own work or observations.

- **Oral Articulation:** The viva component sparked **greater interaction**, as students were required to articulate their insights and apply concepts dynamically. This contributed to a more interactive and **participatory learning environment**.

#### c. Development of Professional Skills:

- **Communication Skills:** The essay and viva format enabled students to hone both their written and oral communication skills, both of which are crucial in the service industry. This innovation has led to a noticeable improvement in students' ability to present ideas clearly and confidently.
- **Career Readiness:** Many students reported a clearer understanding of how the course content relates to their future careers. The reflective essay allowed them to **visualize their professional trajectory**, particularly in service roles, making the learning experience more **career-oriented**.

#### d. Positive Feedback and Improved Student Performance:

- **Student Feedback:** Students expressed that the reflective nature of the assignment helped them clarify their **career goals** and improved their understanding of **services marketing**. Many noted that they were able to connect the course material to real-world situations in a more meaningful way.
- **Improved Performance:** There was a noticeable improvement in both written and verbal assessments, with students showing greater depth in their essays and more confidence during their viva. This indicates a better retention of concepts and the ability to apply them effectively.
- **High Engagement in the Viva:** The viva sessions were generally well-received, with students appreciating the opportunity to engage directly with their learning and demonstrate their understanding in an interactive way.

### Conclusion:

The **Self-Reflection Essay and Viva** assignment has proven to be an effective pedagogical innovation, fostering **deeper learning**, **active engagement**, and **career-oriented insights**. By combining reflective learning with multimodal assessment, this approach has significantly enhanced both the **conceptual understanding** and **professional skills** of students, preparing them for success in the service marketing sector. The positive feedback and improvements in performance demonstrate the value of this innovative assessment method in bridging the gap between theory and practice while promoting holistic student development.



**Academic Session 2023-25**

**Service Marketing**

**Assignment-2**

**Submitted By:**

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**Submitted To:**

**Dr. Amit Kumar**

## **Self-Reflection Essay: Understanding Service Marketing in the Contemporary Business Environment**

Service marketing has become a pivotal element in the modern business landscape, particularly as the service sector continues to grow across diverse industries. Throughout my service marketing course, I have encountered various frameworks, theories, and practical insights that have influenced my understanding of this field. These concepts, ranging from CO1 to CO5, have shaped my perspective on service marketing's role in the contemporary business environment and clarified my aspirations to work in the service industry. This reflection will incorporate the core concepts I have learned and illustrate how they will apply to my career.

### **CO1: Theories and Frameworks of Service Marketing**

A key framework introduced in this course was the **SERVQUAL Model**, which measures service quality across five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. This model gave me a foundational understanding of how businesses can evaluate and improve their service offerings. For example, during my visit to **Looks Salon**, I observed how critical the **tangibility** (physical environment) and **responsiveness** of the staff were in shaping customer perceptions. This experience highlighted the significance of managing both the tangible and intangible aspects of services to meet customer expectations, a lesson that has broadened my understanding of service marketing strategies.

### **CO2: Applying Service Marketing Concepts to Real-World Situations**

The practical application of service marketing concepts was explored through the **7 Ps of Service Marketing** (Product, Price, Place, Promotion, People, Process, Physical Evidence). I applied this framework during my internship at **Bajaj Capital**, where I witnessed how financial services firms emphasize the **People** and **Process** elements. In client-facing roles, professionals need to ensure that the service experience is both personalized and efficient. This understanding of the 7 Ps enabled me to see how service providers can build trust and long-term relationships with clients, which is essential for industries where customer loyalty plays a significant role.

### **CO3: The Role of Technology in Service Industries**

The integration of technology in the service sector is essential for enhancing efficiency and customer experience. I learned about the transformative role of **FinTech** in financial services, where technologies like mobile banking and AI-driven customer service have streamlined service delivery. During my interview preparations for **Umeed Finance Bank**, I discovered how these advancements are used to offer faster, more reliable services. This exposure to technology's role in service industries has deepened my appreciation for how businesses can leverage digital tools to stay competitive while improving customer satisfaction.

### **CO4: Critical Aspects of Service Marketing for Managerial Decisions**

Making informed managerial decisions in service marketing requires a deep understanding of customer expectations and service differentiation. One concept that stood out to me was

**relationship marketing**, which focuses on building long-term customer relationships rather than short-term transactions. I experienced the practical implications of this approach during my interactions with clients at Bajaj Capital, where building trust was key to maintaining customer retention. This understanding will influence my managerial approach by emphasizing customer relationships and service quality as key drivers of business success.

### **CO5: Developing Practical Service Marketing Strategies for Emerging Economies**

In emerging economies, service marketing strategies must adapt to local market conditions and customer needs. Through my research, I learned that businesses must balance global service standards with localized approaches, especially in markets like India's growing health insurance sector. My visit to **Anmol Industrial** provided insights into how companies cater to price-sensitive customers while maintaining service quality. This experience reinforced the importance of creating adaptable service strategies that consider both economic diversity and cultural preferences.

### **Career Aspirations in the Service Industry**

The insights I have gained in this course have shaped my career aspirations to work in service marketing, particularly in strategic roles where customer relationship management and service quality improvement are prioritized. I envision applying frameworks like **SERVQUAL** and the **7 Ps** to enhance customer experiences and develop innovative marketing strategies in industries such as financial services or healthcare. The combination of service quality, technology integration, and relationship marketing will be critical to my future success in the service industry.

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## **Service Marketing**

### **Assignment**

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**Under the Guidance of:**

**Dr. Amit Kumar**



## Self-Reflection Essay on Service Marketing

The study of service marketing has provided me with a comprehensive understanding of how services play a pivotal role in the modern economy. In today's business environment, services are not merely supplementary offerings; they are core drivers of value creation across industries. Reflecting on my learning, the evolution of services as value contributors (CO1) has been particularly impactful. From the early days of focusing solely on product marketing, services now contribute significantly to economic growth, especially in emerging economies like India and Asia, where the service sector has been a key player beyond 2022.

One of the most influential concepts that I have learned is the **SERVQUAL model**, which assesses service quality by examining dimensions such as tangibles, reliability, responsiveness, assurance, and empathy (CO3). This model has helped me understand that delivering consistent quality is central to customer satisfaction and retention. A real-life example of this can be seen in the hospitality industry, where leading hotel chains like Marriott use SERVQUAL to continuously improve their service standards. This understanding has not only shaped my academic learning but also piqued my interest in how organizations strive to meet and exceed customer expectations in service encounters.

Another critical framework is the **Service Marketing Triangle** (CO2), which highlights the relationships between the company, employees, and customers. The effective alignment of these elements ensures a seamless service delivery, especially in high-contact services like healthcare or finance, where customer interactions are key to building trust. During my internship at Bajaj Capital, I observed firsthand how important it is to train and empower employees to deliver exceptional service. This experience further solidified my appreciation for the role of people in the service marketing mix and has shaped my aspiration to work in customer-centric roles, possibly in financial services or consulting.

The **service-profit chain** (CO4) has also been an eye-opener, demonstrating the direct connection between employee satisfaction, service quality, and customer loyalty. A practical example of this can be seen in Starbucks' transformation efforts during 2008-2010. By focusing on employee engagement and customer experience, Starbucks was able to turn around its performance, which emphasizes the critical role of process improvement and people management in service industries.

Looking at the future, I am intrigued by the **opportunities created by new technologies** in service marketing (CO5). The emergence of automation, artificial intelligence, and work-from-

home models presents a new paradigm where services are becoming more efficient and accessible. For instance, digital banking and fintech services have revolutionized how financial services are delivered, allowing companies to cater to a larger, more tech-savvy customer base. This transformation in the service landscape has inspired me to pursue a role where I can leverage technology to innovate and deliver better customer experiences.

In conclusion, my journey through the study of service marketing has equipped me with a deep understanding of its core principles, models, and real-life applications. The evolution of the service sector, the critical role of service quality, and the potential of technology in driving service innovations have influenced my career aspirations. I envision myself in a strategic role within the service industry, applying the knowledge I have gained to help organizations enhance their customer experiences and maintain a competitive edge.

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