**Services Marketing**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. Imagine you are the marketing manager of a premium healthcare service provider offering specialized diagnostic services. Your organization wants to improve customer experience by enhancing service processes and integrating marketing communication strategies. Your company has observed that many patients face difficulties in scheduling appointments, understanding the service process, and receiving timely updates about their reports. The management has decided to redesign the service process and introduce digital marketing communication to address these challenges.**

**As a marketing manager, apply your knowledge of Service Process and Marketing Communication to develop a strategy that will improve customer experience and streamline the service process. Your response should include:**

**a) How you would redesign the service process to enhance customer convenience.**

**b) The role of marketing communication in ensuring customer engagement and satisfaction. (10 Marks)**

**Ans 1.**

**Introduction**

In today’s highly competitive healthcare environment, premium diagnostic service providers must deliver not only accurate medical reports but also seamless service experiences. The modern patient seeks convenience, clarity, and communication at every touchpoint of their healthcare journey. As a marketing manager, enhancing service processes and integrating effective marketing communication becomes crucial to meet evolving expectations. Currently, challenges such as difficulty in scheduling, lack of process transparency, and delayed report communication hinder patient satisfaction. Therefore, a comprehensive redesign of the service process, combined with digital marketing communication tools, can streamline operations and build stronger relationships with patients. This strategy will enable us to align our offerings with customer needs while also reinforcing trust, loyalty, and a positive brand image in the

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**Q2. Neha is an entrepreneur who has recently opened a luxury spa and wellness center in a metropolitan city. She wants to ensure that her business stands out in the competitive market. To achieve this, she needs to develop a strong service marketing strategy using the 7Ps of service marketing.**

**As a marketing consultant, apply the 7P framework to Neha’s spa and wellness center. Provide specific strategies for each component to help her enhance customer experience and brand positioning. (10 Marks)**

**Ans 2.**

**Introduction**

In the highly competitive wellness industry, creating a differentiated customer experience is vital for long-term success. Neha’s new luxury spa and wellness center, located in a bustling metropolitan city, has great potential to thrive, but only if supported by a well-defined service marketing strategy. The 7Ps framework—Product, Price, Place, Promotion, People, Process, and Physical Evidence—is particularly effective in structuring service-based offerings like spas. It not only helps in delivering high-quality service but also in building a distinct brand image that appeals to the target clientele. As a marketing consultant, using the 7Ps strategically will enable Neha to position her brand as a premium choice in the wellness market, enhance

**Q3 (A) How has Airbnb developed a strong global brand in the service industry? Discuss the key branding strategies it uses. (5 Marks)**

**Ans 3a.**

**Introduction**

Airbnb has emerged as a transformative force in the global hospitality sector, disrupting traditional hotel services by offering unique, local, and personalized travel experiences. From a startup in 2008 to a global brand, Airbnb’s success lies not just in its innovative business model, but in its strategic branding. The company has built a strong emotional connection with users by focusing on trust, community, and belonging, making it more than just a booking

**Q3 (B) How does Zomato use digital marketing communication strategies to engage customers and enhance service experience? (5 Marks)**

**Ans 3b.**

**Introduction**

Zomato has revolutionized the food delivery and dining experience in India and beyond by leveraging innovative digital marketing strategies. Known for its quirky tone and real-time engagement, Zomato has created a brand that feels relatable and approachable. Through well-crafted digital communication, the company effectively informs, entertains, and connects with its audience while promoting its services. Zomato's digital approach not only drives customer acquisition and retention but also enhances the overall service experience by staying top-of-