**Services Marketing**

**April 2025 Examination**

**1. There are various salons in your city and in the future, you intend to open a salon. The problem is that all of them offer similar kinds of services. In such a case, you'll need to make sure you differentiate your service offerings. Analyse and present the approach or the steps which should help you in creating differentiation for your processes, people and physical evidence. (10 Marks)**

**Ans 1.**

**Introduction**

The salon industry is a highly competitive market characterized by similar service offerings, making it challenging for businesses to stand out. In this scenario, differentiation becomes essential for attracting and retaining customers. Differentiation in services marketing involves creating unique value propositions that distinguish a business from its competitors by focusing on factors such as processes, people, and physical evidence. For a salon, these aspects are critical in shaping customer experience, loyalty, and brand perception. The goal is to build an identity that resonates with target audiences by offering distinctive services and experiences.

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**2. You play the guitar. Your friends have been suggesting, that to start with your music classes. You also intend to offer other music and hobby classes by inviting experts. Considering that you plan to start your guitar classes, explain how would you apply the 7Ps used in Service Marketing in the given scenario which should also help you in an effective strategy formulation. (10 Marks)**

**Ans 2.**

**Introduction**

Starting guitar classes and expanding to offer music and hobby lessons through expert instructors is an exciting entrepreneurial venture. In the service industry, effective marketing strategies are essential for building a loyal customer base and achieving long-term success. The 7Ps of service marketing—Product, Price, Place, Promotion, People, Process, and Physical Evidence—serve as a comprehensive framework to create, deliver, and communicate value to customers. Applying these principles ensures a well-rounded approach to strategy

**3. You have started a home cooked meal service. However, reaching out to people is a big challenge considering your limited marketing budget.**

**a. How will you build a service brand with your limited budgets? (5 Marks)**

**Ans 3a.**

**Introduction**

Building a service brand with a limited budget is challenging but achievable through strategic planning and resource optimization. For a home-cooked meal service, the focus should be on establishing a strong brand identity, leveraging cost-effective marketing channels, and creating an emotional connection with the target audience. The essence of the brand should reflect the values of freshness, authenticity, and care, which resonate with customers seeking

**b. How will attract your first set of customers? (5 Marks)**

**Ans 3b.**

**Introduction**

Attracting the first set of customers is a crucial step for any new business, especially with a limited budget. For a home-cooked meal service, the focus should be on reaching the right audience with personalized and value-driven offerings. Building awareness, trust, and curiosity through cost-effective marketing efforts can create the initial traction needed to gain