Subject: Service Marketing

By Dr. Rahul Shah

CASE STUDY

Mr. & Mrs. Sharma decided to celebrate their 1st wedding anniversary party along with their friends in Hotel Flora. Mr. Sharma confirmed the booking with Mr. Ravi- restaurant manager for 26-10-2018, 8.00 p.m. The day was very busy for Mr. Ravi and therefore he took note of the booking mentally.

On 27th October, Mr. Sharma and his guests started arriving. The parking was big problem, being a weekend. Finally, the guests arrived in restaurant. To Mr. Sharma's surprise there was no booking made for them nor there was place to visit in the lounge. When enquired Mr. Ravi was arrogant in telling Mr. Sharma that weekends booking are not done. Hence there was no reservation of table done. Mr. Sharma was not only upset with management of restaurant but also embarrassed in front of his guests. He finally had no choice but create a scene and demanded to meet the manager in-charge.

Peer Review and Critique Comment

Subject -Services Marketing (Semester III- Marketing)

Review -

The case study given shows the relevance of the subject with the current scenario

Suggestive changes that can be applied -

• The discussion of alternative strategies and potential implications of the choices was found somewhat limited.

Dr. Purushottam Patil

(Director, SVIMS)

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This case study highlights the immediate and long-term implications of the booking mishap and the importance of effective customer service in the hospitality industry. You are required to construct a strategy for Hotel Flora in order to prevent such incidents in future and maintain a positive reputation in the market.

SIR M.VISVESVARAYA INSTITUTE OF MANAGEMENT MMS 2021 - 2023 Sem III (Marketing)

NAME OF THE FACULTY: Dr. Shah SUBJECT: Services Marketing

	DATE	26-11-2022
ROLL NO.	NAME OF THE STUDENT	5
12003	Dharma Bohara	A
12004	Asmita Balu Borkar	Р
12009	Akash. Ashwinikant. Dasurkar	А
12011	Shivani Dattajirao Desai	Р
12012	Prajwalit gawali	А
12014	Gurunarayan Ashish Kumar Pandey	Р
	Apurva Kadam	Р
	Apurva Deepak Kadam	Р
	Omkar	А
	Sushil Raju Kamble	A
12025	Kumar Hekre	Р
12030	Kaustubh Rajratna Mishra	Р
12036	Deepak Panda	A
12041	Sahil vaibhav satve	Р
	saurabh deshmukh	Р
	Pradosh shrungarpure	A
	Shivani singh	Р
12052	Pranjal pradeep tambe	A
12055	Vivek Hattarkal	A

Ryshah

Sir.M.Visvesvaraya Institute of Management Studies and Research(SVIMS)

Faculty Feedback : Mid Semester MMS-2022 (Marketing)

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	The Faculty is a good role model	The Faculty focuses on application of theory learnt into practice	The Faculty makes complex aspects and concepts simple and easy to understand	The Faculty is audible, loud and clear in the class	The Faculty is open to providing support whenever needed	The Faculty is available for consulting and mentoring after class	The Faculty is fair in evaluation and feed back	The Faculty makes the use of allotted time well	The Faculty covers all the topics in the course	The Faculty is punctual and regular	Encourages students to ask questions and participate	The Faculty encourages participation	The Faculty creates interest in the subject	The faculty explains giving practical examples	The Faculty has a thorough knowledge of the subject	The Faculty is well prepared for each class	Parameters	Students
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