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Candidate's Seat No: \_\_\_\_\_

**IMBA in BI/IB/APR Sem.-9 Examination**

**M**

**SM**

**Time : 2.30 Hours]**

**December-2025**

**[Max.Marks : 70**

- Instructions :** (1) This paper contains **FIVE** questions.  
(2) All questions are compulsory.  
(3) Question No.2, 3, 4 have internal options.  
(4) Figures in the right side in parenthesis indicate marks.

- Q.1** Explain the following terms (Any 7) (14)
- |                         |                        |
|-------------------------|------------------------|
| 1. Cognitive Dissonance | 6. Frontline Employees |
| 2. Zone of Tolerance    | 7. Role Ambiguity      |
| 3. Augmented Service    | 8. Ambient Conditions  |
| 4. Potential Service    | 9. Service Gap         |
| 5. Franchise            | 10. Service Recovery   |

- Q.2** Explain the role of customer in service designing. (14)

**OR**

- Q.2** Explain the problems in designing of services. (14)

- Q.3** Explain: "Service pricing is a tradeoff between Monetary & Non-monetary costs." (14)

**OR**

- Q.3** A restaurant wants to give its business as a service franchise. Explain the points to be considered while handing the franchise. (14)

- Q.4** What is SERVEQUAL Model? Explain various types of Service Gaps and the reasons for the service gaps. (14)

**OR**

- Q.4** Explain how a hotel business owner can use Servicescape as a differentiator in order get a competitive advantage. (14)

- Q.5** Read the given case and answer the questions based on it: (14)

Case Study:

Founded with a vision to deliver authentic Italian flavors with a modern twist, La Pino'z Pizza a QSR (Quick Service Restaurant) chain has garnered a loyal customer base through its commitment to quality ingredients and exceptional service. The company places a strong emphasis on customer satisfaction. By actively seeking feedback and adapting their menu and service offerings accordingly, La Pino'z ensures that they meet the evolving preferences of their customers. For example, they introduced a variety of vegan and gluten-free options in response to the

growing demand for healthier alternatives. Initially, the brand offered only slices, but later expanded its menu to include small, medium, large and extra-large pizzas alongside different toppings on each large size pizzas. To stand out, La Pino'z differentiated itself by using thinner pizza bases and freshly made dough multiple times daily, unlike its competitors who relied on transferred bases. This focus on quality and differentiation allowed La Pino'z to retain its brand identity and customer loyalty. Understanding the taste and preference of Indians, they have offered Indian varieties of pizza in the market including Paneer Makhani, Paneer Korma, Paneer Butter Masala and Makhani do Pyaza Pizza. To further diversify its offerings and cater to a broader customer base, the brand introduced new formats such as burgers and cafes. This diversification strategy not only helped in tapping into new markets and consumer segments but also mitigated risks associated with market fluctuations.

La Pino's Pizza recently introduced Jain Pizza, catering to elderly customers as well. This initiative aims to accommodate a wider range of dietary preferences and needs. The brand's focus on vegetarian options, value pricing strategies (like Buy-One-Get-One-Free offers), and adaptation during economic downturns all contributed to its turnaround. Moreover, La Pino's has embraced technology by offering userfriendly mobile app allows customers to conveniently place orders, customize their pizzas, and track delivery status in real-time. This investment in digital innovation has not only improved efficiency but also strengthened brand engagement. La Pino's Pizza actively engages with the community through charity events, local sports team sponsorships, and environmental initiatives to cultivate loyalty and goodwill for the company. La Pino'z Pizza values employee satisfaction for delivering exceptional service. They invest in thorough training and offer career advancement opportunities, fostering a motivated workforce. This dedication to employee development reflects in positive customer interactions, enhancing La Pino'z reputation for outstanding service.

Answer the following questions (Any 2):

1. What strategies La Pino'z Pizza could employ to overcome challenges in the quick-service restaurant (QSR) market to compete with competitors?
2. If you are the marketing manager for the La Pino'z Pizza, how would you design a communication strategy to promote the brand?
3. Explain the role of technology and promotion in success story of La Pino'z Pizza?

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