

Institute : SIBM, NOIDA
Programme : MBA
Batch : 2023-25
Semester : I
Course : Business Analytics for Marketing
Component Name : Mini Project (Component 1)
Submission Date : 1st Jan 2024
Maximum Marks : 30

Group Details:

Group No.	Names of the members	Service industry
1.	Kartheek Charugundla Nanda, Avinash	Education
2.	Siddharth Tiwari, Jerry Simon	Banking
3.	Aditi Nigam, Radhika Jain, Abhinav	Public administration
4.	Nimesh Pandey, Tushar Arora	Telecom
5.	Hriday Sharma, Ameya Hingolikar	Financial services
6.	Kuhu Upadhyaya	Healthcare
7.	Siddhant	Tourism
8.	Rajan Mandal, Ravindra Manahar	Wellness
9.	Saloni Agrawal, Sarvesh Tripathi	FinTech
10.	Samaksh Nayyar, Aman Gupta	Transport
11.	Tanya Kishore, Nitya Tiwari	Food delivery
12.	Tanujpreet Singh, Vatsel Gupta	Hotels and Restaurants
13.	Yash Joshi, Vasu Narang	Entertainment
14.	Gaurav Malik	Healthcare

Project Tasks:

- Choose any company/organization/business within the service industry allocated to your group. With reference to the chosen company/organization/business, design a structured questionnaire using the SERVQUAL model for assessing the perceived service quality and its impact on customer satisfaction. The questionnaire should also include the questions on demographic characteristics of the customers such as age, gender, income group, and frequency of availing the services. *[Modify the standard SERVQUAL questionnaire according to your context. You may exclude some items from the standard SERVQUAL questionnaire if they don't fill well in your context. However, each service quality dimension should have at least 3 items. In case, you have chosen any online service, you may exclude the 'Tangibles' dimension from your questionnaire.]*
- Collect the primary data from at least 50 customers, using a Google Form.
- Use SPSS to analyze the following:
 - Demographic characteristics of the respondents using frequency distributions
 - Mean scores of all the service quality dimensions, overall service quality and customer satisfaction
 - Gap scores between the expected and perceived service quality
 - Impact of service quality dimensions on the overall service quality
 - Impact of service quality dimensions on customer satisfaction
 - Impact of demographic characteristics of the customers on overall service quality
 - Impact of demographic characteristics of the customers on customer satisfaction

4. Prepare a report in MS WORD to systematically present the results. Interpret the results appropriately and discuss your findings. Based on your findings, give at least 5 suggestions to the company/service provider for improvement/innovation.

Marking scheme:

Criteria	Marks
Questionnaire design	5
Presentation of statistical analysis and results	10
Interpretation/Discussion of findings	5
Recommendations	5
Overall layout and formatting of the report	5

Note: The data as well the reports will be checked for similarity/plagiarism. If the data is found to be fake or copied, the entire group will be awarded 0 marks.

Submission Details:

- Each group is required to submit the following:
 - a. Link of the Google Form used to collect the data
 - b. Link of the Google sheet (linked with the Google Form) that is used to store the data
 - c. SPSS data file
 - d. Report in MS WORD format
- Submission link: https://docs.google.com/forms/d/e/1FAIpQLSe5clyPfy1ZHJUb-GuvTaCai01WFHGbdL56aZVhDIzZzjKbbA/viewform?usp=sf_link
- Submission deadline: **1st January 2024**