

B.N.M. Institute of Technology

Department: Master of Business Administration

SERVQUAL Study (AAT component - 2)

SEM: 4th – A Section (2023 Scheme)

Date: 20/6/25

Sub: Services Marketing

Sub Code: 23MBAM41

Max Marks: 15 Marks

Sl. No.	Question	CO	PO/PSO	BT Level
1.	Conduct Servqual Study for a service organization of your choice and submit report.	2	2&6/1	L6

Guidelines:

- This is an individual assignment.
- Students should choose a service organization of their interest.
- No two students can choose service organizations from same service sector.
- The study report submission will be followed by Viva voce exam by the course facilitator.

Chapter Scheme of the Report:

1. **Executive Summary:** Brief Overview of the study, key findings and conclusion.
2. **Introduction:** Purpose of the study, About SERVQUAL model and its uses.
3. **Research Methodology:** Objectives, Questionnaire, Sample design and demographics.
4. **Data Analysis and Findings:** Tabular and graphical representation of data; Analysis and interpretation of the gaps between expected and perceived service quality dimensions.
5. **Recommendations and Conclusion:** Strategies to reduce the gap and conclusion based on the study.

Evaluation Plan:

- **The 15 Marks is divided into 10 Marks for Report and 5 Marks for Viva Voce Exam.**
- The report will be evaluated for 50 marks, which will be reduced to 10 marks while considering for CIA calculation.
- The Viva Voce exam will be evaluated for 25 marks, which will be reduced to 5 marks while considering for CIA calculation.

A Report on SERVQUAL Study of

Name of The Organization

Subject: Services Marketing

Subject Code: 23MBAM41

Submitted By:

Student Name:

USN:

Class and Section:

Submitted To:

Dr. Neetha Mahadev

Professor



Department of Business Administration

B.N.M Institute of Technology

An Autonomous Institution under VTU

Declaration

I, -----, hereby declare that this report has been prepared by me under the guidance of Dr. Neetha Mahadev, faculty of Department of Business Administration, B N M Institute of Technology. I further declare that this report is based on the survey conducted by me and has not been copied from any other sources.

Place: Bangalore

Signature of the Student (with date)

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5. Recommendations and Conclusion: Strategies to reduce the gap and conclusion based on the study.	

Rubric for Report Evaluation:

Criteria	Excellent (5) (10)	Good (4) (8)	Satisfactory (3) (6)	Needs Improvement (2) (4)	Poor (1) (2)
Executive Summary & Introduction (5 Marks)	Clearly presents the purpose, scope, and key points concisely	Covers main aspects but lacks clarity or depth	Basic introduction, missing key elements	Weak or unclear introduction, lacks relevance	No clear introduction or summary
Appropriateness of Objectives and Questions (5 Marks)	Questions are clear, relevant, and effectively address the research objectives	Mostly relevant questions with minor gaps in clarity or focus	Some relevant questions, but lacks precision or strong connection to objectives	Questions are vague, unclear, or fail to align with research objectives	No relevant questions or poor framing
Tabular and Graphical Representation of Data (10 Marks)	Strong analysis with well-integrated tables and graphical representations that enhance understanding	Good analysis with relevant tables and graphs, but lacks depth or clarity	Basic analysis with minimal graphical support	Weak or missing analysis, poor graphical representation	No meaningful tabular or graphical representation
Analysis and Interpretation (5 Marks)	Findings are well-articulated, logically derived, and conclusions are insightful	Findings are clear but conclusions lack depth	Findings are present but conclusions are weak or unclear	Findings are vague or missing, conclusions lack relevance	No meaningful analysis or interpretation
Recommendations and Conclusion (5 Marks)	Recommendations are well-supported, actionable, and conclusions are insightful	Good recommendations but lacks depth in justification	Basic recommendations with minimal connection to findings	Weak or unclear recommendations, lacks relevance	No clear recommendations or conclusion

Rubric for SERVQUAL Viva Evaluation:

Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Needs Improvement (2)	Poor (1)
Conceptual Clarity (5 Marks)	Demonstrates deep understanding of SERVQUAL dimensions and their applications	Shows good grasp but minor gaps in explanation	Understands basic concepts but lacks depth	Limited understanding with vague responses	Unable to explain key concepts
Application & Analysis (5 Marks)	Applies SERVQUAL framework effectively to real-world scenarios	Provides relevant examples but lacks depth	Attempts application but with inconsistencies	Struggles to connect theory to practice	No application of concepts
Communication & Clarity (5 Marks)	Explains ideas fluently with structured responses	Communicates well but with minor hesitations	Responses are somewhat clear but lack coherence	Struggles with articulation and clarity	Responses are unclear and disorganized
Critical Thinking (5 Marks)	Demonstrates analytical thinking and evaluates SERVQUAL critically	Shows some analytical ability but lacks depth	Basic analysis with limited critical insights	Minimal critical thinking, mostly descriptive	No critical evaluation
Response to Questions (5 Marks)	Answers all questions confidently with logical reasoning	Responds well but with minor gaps	Answers most questions but lacks depth	Struggles with responses, lacks confidence	Unable to answer questions effectively