

SECTION – II

Q. 4. Case Study

(15)

XYZ Fitness Center is a well-established gym chain that has been in operation for the past decade. It caters to a diverse clientele ranging from fitness enthusiasts to individuals seeking weight loss and muscle gain. The gym offers a variety of services including personal training, group classes, specialized workout programs, nutrition counseling, and state-of-the-art equipment.

Recently, the gym has seen a decline in membership retention rates and a decrease in new memberships despite the increasing demand for fitness-related services in the market. XYZ Fitness Center faces stiff competition from newly opened gyms that are offering innovative fitness programs and technology-integrated workout experiences.

Questions:

1. Identify the potential reasons behind the decline in membership retention and new memberships for XYZ Fitness Center.
2. What strategies can XYZ Fitness Center employ to differentiate itself from its competitors and attract new members?
3. Discuss the importance of customer experience in the services industry. How can XYZ Fitness Center enhance its customer experience to retain existing members and attract new ones?

Q. 5. Answer the following:

(10)

- a) Discuss 4 'I' and 1 'O' of services

OR

- b) Discuss AIDA model in relation to services.