

MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

MS-065 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note : (i) Attempt any three questions from Section A.
(ii) Section B is compulsory.
(iii) All questions carry equal marks.*
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SECTION - A

1. Choose any service of your choice and discuss the marketing implications of intangibility, inseparability, heterogeneity and perishability as applicable to the selected service. Give suggestions for overcoming these implications.
2. Do you agree with the following statements ? Justify your answer giving suitable examples.
 - (a) Service waits (customer waiting) can be managed only by operations management.
 - (b) A service organization should treat a complaint as a gift and the one who complains as a friend.
 - (c) Service guarantees are beneficial for all types of service firms.

3. (a) Why do customers switch service providers ? Can you do anything as a marketer to prevent the customer from switching ? Discuss.
- (b) 'Pricing strategy for services includes much more than determining what to charge'. Examine the statement with the help of suitable examples.
4. Write short notes on any three of the following :
- (a) Reasons for growth of the service sector
 - (b) Internal marketing
 - (c) Yield management
 - (d) Gronroos Model of Service Quality
 - (e) Channels of distribution for retail banking services

SECTION - B

5. (a) A 5 star hotel group has successfully positioned itself as the business travellers' preferred chain. The group plans to initiate a sales promotion scheme to achieve the following objectives'.
- To enhance weekend occupancies
 - To induce trial purchase by competition users
 - To reinforce perception of the hotel as an exclusive product that admirably fulfills all hospitality needs of high profile executives travelling on work, even their emotional need.

Suggest a sales promotion scheme for fulfilling the above objectives. Which communication medium would you suggest to communicate information about the sales promotion offer, and why ?

- (b) You have been appointed as marketing consultant by a multi-speciality corporate hospital. Prepare a note for the hospital management explaining.
- (i) Why it would be necessary for doctors as well as nursing staff to be marketing oriented ?
 - (ii) Importance of word of mouth communications for the hospital.
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