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**MS-65**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2021**

**MS-65 : MARKETING OF SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** Attempt any *three* questions from Section A.

*Section B is compulsory. All questions carry equal marks.*

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**Section—A**

1. (a) Explain the concept of 'The Services Marketing Triangle'. What are its implications for services marketers ?
- (b) What are the various modes of service delivery in international trade of services ? Explain giving suitable examples.

2. (a) Why do consumers of services perceive higher levels of risks associated with their purchases ? Discuss with the help of examples.
- (b) Explain the importance of physical evidence for the following service providers :
  - (i) An airline
  - (ii) A life insurance company
3. (a) Taking the example of a restaurant, explain the Gronroos model of service quality.
- (b) Discuss the individual and family influences on buyer behaviour for financial services.
4. Write short notes on any *three* of the following :
  - (a) Factors governing tourism demand and supply
  - (b) Difference between pricing of hospital services and pricing of goods

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- (c) Classification of product support services
- (d) Word of mouth communication
- (e) Service branding and positioning

**Section—B**

5. Do you agree with the following statements ?

Justify your answer :

- (a) Reasons for customer switching are not controllable from a service organization's point of view.
- (b) Service guarantee benefits all service organizations alike.
- (c) Customer waiting can be managed by both operations management and perception management.