

00895

MANAGEMENT PROGRAMME

Term-End Examination

June, 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. (a) What are the implications of the services marketing triangle? Explain giving suitable examples.
(b) Is physical evidence equally important for all kinds of service industries? Justify your answer giving suitable examples.

2. Do you agree with the following statements? Explain giving suitable examples.
 - (a) Growth in services is at the expense of manufacturing sector of the economy.
 - (b) Service quality evaluations are not made solely on the basis of the outcome of the service, but they also involve evaluation of the process of service delivery.
 - (c) In the case of services, consumers rely more on personal sources of information for pre-purchase evaluation.

3. (a) What are the various modes of service delivery in international trade ? Explain with the help of examples.
- (b) Explain the importance of branding of financial services, giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Importance of customer retention
- (b) Factors governing tourism demand
- (c) Service recovery
- (d) Pricing of educational services
- (e) Classification of product support services

SECTION - B

5. (a) Discuss the characteristics of a good service guarantee. Evaluate the following service guarantee offered by a restaurant for its home delivery services, on the basis of the characteristics discussed by you.
- “30 MINUTES GUARANTEE
10% DISCOUNT ON DELAYED
DELIVERY ORDERS”
- (* Discount not applicable for orders over Rupees 500)
- (b) Assume you manage a restaurant in a prominent shopping mall in a big city. Explain the pattern of demand fluctuation that is likely to occur at your restaurant and the challenges it would present to you as a manager. List out the strategies that you might use to manage demand and capacity.
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