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MS-65

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2021

MS-65 : MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) With the help of examples, discuss the reasons for growth of service industries.
- (b) Explain the links between the service industry and manufacturing industry giving suitable examples.

2. (a) Differentiate between core, facilitating and supporting services giving suitable examples.
- (b) What do you think are the main reasons for including the element of 'people' in the marketing mix for services ? Discuss.
3. (a) Is good service quality a cost or a revenue producer ? Discuss with the help of examples.
- (b) What are the major promotion objectives that an education service provider may seek ? Identify the major barriers to effective use of promotion by educational institutes.
4. Write short notes on any **three** of the following :
 - (a) Channels of distribution for banks
 - (b) Extended marketing mix for hotels
 - (c) Service quality for telecommunication services
 - (d) Importance of product support services
 - (e) Search, experience and credence qualities

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Section—B

5. You have been appointed as a marketing consultant by a chain of movie theatres operating in large cities.
- (a) Explain the underlying pattern of demand fluctuation that is likely to occur at the theatres and the challenges it would present.
 - (b) Suggest strategies that you might use to manage demand.
 - (c) Discuss the importance of physical evidence for a movie theatre.