

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination**

**June, 2023**

**MS-065 : MARKETING OF SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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**Note :** (i) *There are two Sections—Section A and Section B.*

(ii) *Attempt any **three** questions from Section A. Each question carries 20 marks.*

(iii) *Section **B** is compulsory and carries 40 marks.*

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**Section–A**

1. (a) Explain the different classification schemes for services giving suitable examples.  
(b) In what specific services sector, India has core competence, which can be strategically exported. Give justifications.
2. (a) Discuss the key features of GATS.  
(b) Why do customers switch service providers ? Can you do anything as a marketer to prevent the customer from switching ? Discuss.

3. (a) What are the relative advantages and disadvantages of direct sales *vs.* sales via intermediaries ? Give specific examples in support.
- (b) Can varied process management be followed, in marketing the same service ? Discuss by taking an example.
4. Write short notes on any *three* of the following :
  - (a) Issues in Service process management
  - (b) Service Quality
  - (c) Role of non-verbal communication in service encounters
  - (d) Yield Management
  - (e) Service Guarantees

**Section-B**

5. You have been appointed as marketing consultant by a multi-speciality corporate hospital. Prepare a note for the hospital management explaining :
  - (a) The importance of physical evidence for a hospital
  - (b) Importance of word-of-mouth communications for the hospital
  - (c) Importance of internal marketing in hospital services