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MS-65

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2024

MS-65 : MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **three** questions from Section A. of 20 marks each. Section B is compulsory and carries 40 marks.*

Section—A

1. (a) Define the term 'Services.' What are the reasons for growth in service sector in India ?
(b) Explain classification of service with suitable examples.
2. Discuss the major trends of growth in the following industries in India :
 - (a) Education sector
 - (b) Healthcare sector

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3. (a) Explain in details the extended marketing mix for services. Discuss the additional 'P's.
- (b) How Positioning is relevant in the service sector ? Discuss with examples.
4. Write short notes on any *two* of the following :
 - (a) Technical and Functional Quality.
 - (b) Difference between Products and Service.
 - (c) Strategies for managing capacity and demand.
 - (d) Characteristics of service.
 - (e) Role of People in services.

Section—B

5. You have been appointed as a customer care manager for a large chain of Make-up and Hair cutting salon outlet in a metro city :
 - (a) Explain the underlying patterns of demand fluctuations, in your salon and suggest the strategies to handle the changes you would face.
 - (b) How SERVQUAL can help you in improving the quality of service at you salon.

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