

MANAGEMENT PROGRAMME

Term-End Examination

June, 2015

MS-65 : 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 basic characteristics of services vis-a-vis goods ? What are the implications of these characteristics for a passenger airline ?
(b) Distinguish between the following giving suitable examples :
 - (i) Search and experience qualities
 - (ii) Internal and external marketing

2. (a) What do you understand by the term 'Service Quality' ? Explain the 'Grouros Model of Service Quality' taking the example of a full service family restaurant.
(b) What are the benefits to a service organisation in retaining its customers ? Discuss with the help of examples.

3. (a) Identify and explain the product support services which automobile manufacturers can offer to its customers.
(b) Explain the importance of branding of financial services, giving suitable examples.
4. Write short notes on **any three** of the following :
 - (a) Yield management
 - (b) Pricing of health services
 - (c) Modes of service delivery in international trade
 - (d) Word of mouth communication
 - (e) Importance of physical evidence for an educational institute

SECTION - B

5. (a) A 5-star hotel group has successfully positioned itself as the business travellers' preferred chain. The group plans to initiate a sales promotion scheme to achieve the following objectives :
 - * To enhance weekend occupancies.
 - * To induce trial purchase by competition users.
 - * To reinforce perception of the hotel as an exclusive product that admirably fulfills all hospitality needs of high profile executives travelling on work, even their emotional needs.
 - (i) Suggest a sales promotion scheme for fulfilling the above objectives.
 - (ii) Which communication medium would you suggest to communicate information about the sales promotion offer and why ?

- (b) What is the impact of a service guarantee on the perceived risk customers experience in purchasing services ?

Examine the following service guarantees offered by different companies and give your comments whether these are good guarantees or not ?

- (i) An Automotive service company :
"We guarantee all parts and services for a period of six months or six thousand miles" and "services will be performed or parts will be replaced as needed....". For this the customer must first sign an authorization that includes "Company assumes no liability whatsoever for theft or any type of damage to the vehicle or its contents".
 - (ii) An Airlines : "We guarantee that passengers will be on time for their connecting flight, unless the delay results from problem with the weather or air traffic control".
 - (iii) A Hotel : "100% satisfaction guarantee : We guarantee high quality accommodation, friendly and efficient service, and clean comfortable surroundings. If you are not completely satisfied, we don't expect you to pay".
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