

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

MS-065 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

(ii) *Section-B is compulsory.*

(iii) *All questions carry equal marks.*

SECTION - A

1. (a) What are the implications of the 'Services Marketing Triangle'? Explain with the help of suitable examples.
- (b) Explain the different modes of service delivery in international trade of services, giving suitable examples.
2. (a) Describe the non-monetary costs involved in the following services :
 - (i) Health Services
 - (ii) Credit Cards
- (b) Suggest some consumer sales promotion schemes which can be used by a business hotel to manage its demand.

3. (a) Explain the significance of determining demand patterns by a service organization. Select any service organization of your choice and describe its demand patterns and the underlying causes.
- (b) What are the various kinds of product support services ? What is the importance of these services for marketers of tangible goods ? Explain giving suitable examples.
4. Write short notes on any three of the following :
- (a) Reasons for growth of the service sector
- (b) Promotional strategies for educational services
- (c) Channels of distribution for banks
- (d) Gronroos Perceived Service Quality Model
- (e) Physical Evidence

SECTION - B

5. (a) Select any service organization of your choice and develop a service guarantee for it. Justify how the guarantee developed by you is a good one.
- (b) Given below is a copy of a mail sent by an organization to M/s. ABC Car Rentals Ltd. Review the communication and give a brief account of actions you would have taken if you ever receive such a mail.

Mr. S Mohan President June 15, 2014
ABC Car Rental Ltd.

Dear Mr. Mohan,

I was contacted by Mr. Ajay Gupta in December 2013 regarding our requirements for car rentals and how your company might be able to serve us. I find myself needing to order for these services for a large international convention we are organizing in August 2014 and therefore decided to contact your company for information. Instead of obtaining information. I am totally frustrated. First I went to your website. "Cool", I thought, I can click on the buttons and get information." Wrong, no help there. So I tried to e-mail you from that site - didn't work. Additionally, there was no e-mail address on either letterhead or your website. My next step was a phone call. I called and got a menu. I pressed the number for the sales department. Then I had a wait through another menu to get a sale person. Ajay was a good choice, I thought, wrong. He's out of the office, so I followed his instructions and pressed 222 for someone else-more voice mail. Okay, then I pressed "O" for an operator. "All I want is talk to someone in sales," I told the lady who answered. I was transferred to someone who picked up the phone and hung up.

So I'll go elsewhere for my requirements.

A. Roy
Vice-President
