

MANAGEMENT PROGRAMME

Term-End Examination

February, 2021

MS-065 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. (a) Discuss the reasons for growth of the service sector, giving suitable examples.
(b) 'Growth in services is at the expense of the manufacturing sector of the economy.' Do you agree with the statement ? Justify your response.
2. (a) Why do consumers of services perceive higher levels of risk associated with their purchases ? Discuss with the help of 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) Explain why it is important for service organizations to match demand and capacity. What are the implications of a mismatch between the two ?
 - (b) Explain the significance of word-of-mouth communication for a health care marketer.
- 4.** Write short notes on any *three* of the following :
- (a) The services marketing triangle
 - (b) Pricing strategies for services
 - (c) Sales promotion strategies for hotels
 - (d) Promotional strategies for educational services
 - (e) Role of physical evidence in services marketing

SECTION B

5. Critically examine the following statements giving suitable examples :
- (a) “Service companies must become gymnasts, able to regain their balance instantly after a slip up and continue their routine.”
 - (b) “Service quality evaluations are not made solely on the basis of the outcome of service, they also involve evaluation of the process of service delivery.”
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