

No. of Printed Pages : 3

**MS-65**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2022**

**MS-65 : MARKETING OF SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** *Attempt any **three** questions from Section A.*

*Section B is compulsory. All questions carry equal marks.*

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**Section—A**

1. (a) How do services differ from products ?  
What are the marketing implications of service characteristics ? 10
- (b) What are the *four* modes of service delivery in international trade ? Explain by taking example. 10

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2. (a) What are the differences between 'search', 'experience' and 'credence' qualities ? Explain with the help of example. 10
- (b) How do characteristics of services influence their pricing ? Discuss with example. 10
3. (a) Explain the importance of branding of financial services, giving suitable example. 10
- (b) Do you think that physical evidence really matters in marketing of services ? Discuss with a suitable example. 10
4. Write short notes on any *three* of the following : 20
- (a) Significance of Internal Marketing
- (b) Customer Switching
- (c) Franchising
- (d) Service Recovery
- (e) Non-monetary cost in health services

### Section—B

5. Assume you manage a restaurant in a well-known shopping centre in a city. 40

**[ 3 ]**

- (a) Explain the pattern of demand fluctuation that is likely to occur at your restaurant and the challenges it would present to you as the manager.
  
- (b) List out the strategies that you might use to manage demand and capacity.