

No. of Printed Pages : 3

**MMPM-005**

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination  
December, 2023**

**MMPM-005 : 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 ?  
(b) What are the marketing implications of service characteristics ?
2. (a) Differentiate between high-contact, medium-contact and low-contact services.  
(b) How are people's roles differ in these services ? Explain with examples.

**P. T. O.**

3. Describe the gaps model and explain the significance of the five gaps that the model identifies.
4. Write short notes on any *two* of the following :
  - (a) Pricing Tripod
  - (b) Role of physical evidence in marketing of services
  - (c) Positive/Negative Advocacy
  - (d) Impact of technology on customer services

### **Section—B**

5. Indian Railway Catering and Tourism Corporation (IRCTC) offers a quota of 'Tatkal' as well as 'Premium Tatkal' for online ticket bookings. The main distinction between these two types of ticket booking is in the ticket prices. Tatkal ticket charges have been set as a percentage of fare at 10% of the basic fare for second class and 30% of the basic fare for all other classes, subject to the minimum and maximum prices. Tickets for the Premium Tatkal service, which is only available on certain trains, have dynamic fare pricing for

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classes. The Premium Tatkal fare refers to the fare component that increases with subsequent bookings. Booking a Premium Tatkal ticket is much more expensive than booking a Tatkal ticket due to dynamic fare pricing. Ticket prices vary depending on the booking rate and availability of seats.

*Questions :*

- (a) Justify the differential pricing strategy for services.
- (b) What are the possible advantages or disadvantages of differential pricing over uniform pricing ?