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**MS-65**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2023**

**MS-65 : MARKETING OF SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Answer any *three* questions from Section–A.

*Section–B is compulsory and carries  
40 marks.*

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**Section—A**

1. (a) Explain the characteristics of services. How the marketing strategies can be focussed to overcome the challenges posed by these characteristics.
- (b) Elaborate the extended marketing mix by taking the example of super speciality hospital.
2. (a) What are the *four* modes of service delivery ? Explain with suitable examples.
- (b) What are the factors influencing the buyer behaviour ? Explain by taking any *one* example.

**P. T. O.**

3. (a) Discuss various stages in development of new service offerings.
- (b) What guidelines would you follow for developing an advertising campaign for services ? Take an example of any service of your own choice and elaborate.
4. Write short notes on (any *three*) :
  - (a) Buying process for Home Loan Financial services
  - (b) Facilitating and support services
  - (c) Pricing strategies
  - (d) Significance of internal marketing
  - (e) Refrance of physical evidence in services marketing

**Section—B**

5. How would you measure the quality of services delivered ?
  - (a) Take an example of restaurant as a service organization and define quality parameters.
  - (b) How would you manage the gaps arising out of service delivery process in a restaurant ?