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MS-65

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

MS-65 : 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) One of the unique characteristics of services that make them different from products is 'intangibility'. Explain this characteristic and its implications for marketers taking the example of any service of your choice.

- (b) Discuss the different modes of international trade in services giving suitable examples.
2. (a) With the help of examples, distinguish between search, experience and credence qualities.
- (b) Discuss the role of non-monetary costs in the marketing of financial services.
3. Describe the strategies for matching supply and demand for services giving suitable examples. What are the implications of a mismatch between the two ?
4. Write short notes on any *three* of the following :
- (a) Services classification
- (b) Franchising
- (c) Marketing communication for health care services
- (d) Classification of product support services
- (e) Internal marketing

Section—B

5. (a) What are the features of a good service guarantee ? Evaluate the following service guarantee offered by a restaurant chain for its home delivery service :

“30 minutes guarantee.

10% discount on delayed delivery orders”

- (b) Briefly explain the gaps model of service quality. Which of the four service provider gaps do you think is the most difficult to close and why ?