

MANAGEMENT PROGRAMME

Term-End Examination

June, 2022

MS-065 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Answer any **three** questions from Section A. Section B is **compulsory** and carries 40 marks. All questions carry equal marks in Section A.

SECTION A

1. (a) Explain the characteristics that define services. How do these characteristics influence marketing aspects of services ?
(b) Why is marketing mix extended by three P's in service marketing ? Explain what are these and what do they entail.
2. (a) Briefly explain three-stage model of consumer behaviour by elaborating specific activities that take place in these stages.

- (b) Services and goods differ in terms of search, experience and credence qualities. How do these qualities influence consumer evaluation process ?
3. (a) In services, marketing takes three forms : internal, external and interactive. Discuss what all is involved in these three types of marketing.
- (b) What is the difference between customer satisfaction and customer loyalty ? Which of these two are critical for greater profitability and why ?
4. Write short notes on any *three* of the following :
- (a) Strategies for managing demand and supply for a restaurant
- (b) Dimensions of quality in the context of an airline company
- (c) Maister proposed eight principles related to wait in line
- (d) Technical and functional quality
- (e) Influence of service characteristics on pricing

SECTION B

5. In the light of pandemic, a dedicated COVID hospital started by the Government of Delhi is looking for a marketing professional. Suppose you are asked to make a presentation of the following issues to impress upon the Board of Governors, what will you explain ?
- (a) Strategies to boost immunization
 - (b) Implementation of quality to improve services
 - (c) Role of customer interaction with employees
 - (d) Strategies to recover from failures
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