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MS-65

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-65 : MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** questions from
Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. Explain the characteristics of services. What are the reasons for growth in service sector ? Discuss the factors involved in growth.
2. Differentiate between core, facilitating and supporting services, giving suitable examples. What are the various pricing strategies adopted to market services ?

3. What is the role of physical evidence in services marketing ? List out various elements of physical evidence in the context of a multiplex cinema.
4. Explain the gap model of service quality in the context of a Quick Service Restaurant (QSR). Suggest the strategies to overcome the gaps arising out of service delivery.

Section—B

5. (a) Prepare the service marketing mix elements for any *one* of the following services :
 - (i) State Public Transport Service
 - (ii) Unisex Saloon Service
- (b) Suggest suitable strategies to promote the following services :
 - (i) Fast-food Restaurants
 - (ii) Financial Services

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