

No. of Printed Pages : 3

MMPM-005

MASTER OF BUSINESS

ADMINISTRATION

(MBA)

Term-End Examination

December, 2025

MMPM-005 : 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. Define services. What are the factors resulting in the growth of service sector ? Discuss.
2. Briefly discuss the marketing mix for services in context with education services.
3. Taking the example of home loans, explain the process of consumer decision-making. What are the factors that will influence the buying decision ? Discuss with examples.
4. Explain why is it important for service organizations to match demand and supply. What are the implications of mismatch between demand and supply ? Discuss.

[3]

Section—B

5. Considering the example of Hospitality Services, explain the following :

(a) What are the causes of gaps in service delivery accounting to SERVQUAL Model ?

(b) How would you overcome them as a service provider ?

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