

**MANAGEMENT PROGRAMME**

**(MP)**

**Term-End Examination**

**December, 2025**

**MS-65 : MARKETING OF SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70 %*

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**Note :** (i) Attempt any **three** questions from Section A. Each question carries 20 marks.

(ii) Section B is compulsory. It carries 40 marks.

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**Section-A**

1. Explain the characteristics of services. What implication do these characteristics deal for service marketer ? Explain with the help of suitable example.

2. What are the implication physical evidence can create for service consumer in case of :
- (a) A hospital
  - (b) An upscale restaurant

Justify your response in each case.

3. (a) Differentiate between core, facilitating and supporting services by giving suitable examples.
- (b) What is the difference between pricing of goods and pricing of services ?
4. What are the relative advantages and disadvantages of direct sales Vs. sales via intermediaries for services ? Do you feel that PR tools are more relevant in service organizations ? Justify your answer.
5. Write short notes on any *two* of the following :
- (a) Franchising
  - (b) Internal marketing
  - (c) Strategies for marketing capacity
  - (d) Service Recovery

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**Section-B**

6. Explain SERVQUAL Model. How would you use this model to identify the gaps in service quality for an educational institution. Identify the parameter of the Rater scale that can be used in this case.

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