

MANAGEMENT PROGRAMME
(MP)

Term-End Examination

June, 2025

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. Explain marketing mix for services. How would you classify the services ? Give examples in support.
2. What are the methods used for pricing the services ? Explain the basic difference in prices of goods and services.

3. Explain the SERVQUAL model with reference to a superspeciality hospital. What would be the probable causes of service delivery gaps in the above case ?
4. Define the role of physical evidence in services marketing. Which are the elements of physical evidence in case of a travel agency ?

Section-B

5. Prepare the promotional strategies for any *one* of the following services :
 - (i) Multistoryed Housing Company
 - (ii) Laundry Services
6. Consider that you are an owner of a new private college and can prepare a value/price package that is appealing to the students. Describe your approach with justification.

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