

**MANAGEMENT PROGRAMME
(MP)**

**Term-End Examination
June, 2026**

MS-065 : 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.

Section—A

1. Describe the marketing mix for services, clearly explaining the role of the peoples component and process component in services marketing by taking suitable examples.
2. (a) Explain in detail your understanding of GATS and its implications for India.
(b) How does intangibility as a characteristic create challenges in promotion of services.

3. Identify those services in which there is a price competition. Also identify some of those services in which there is a non-price competition. Explain the reasons for such strategies adopted by service providers, by taking suitable examples.
4. Write short notes on any *two* of the following :
 - (a) Customer switching in services
 - (b) Servqual model
 - (c) Positioning of Adverting Agencies
 - (d) Yield Management in Services
5. Imagine that you are running a skin, hair care and make up salon. What are the causes of and patterns of rising demand for such services ? Suggest suitable strategies to manage rising demand and matching the supply of services.

Section—B

6. Assume that you are running a public transportation service. Identify the parameters on RATER scale for the same. What are the reasons behind failure of such services ? What measures would you suggest to overcome such failures ?

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