

MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

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.
  - (ii) Section B is compulsory.
  - (iii) All questions carry equal marks.
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SECTION-A

1. (a) What are the basic characteristics of services compared with goods ? What are the implications of these characteristics for an airline ?  
(b) What are examples of services that are high in credence qualities ? How do high credence qualities affect consumer behaviour for these services ?
  
2. (a) Describe the non-monetary costs involved in the following services (*attempt any two*):
  - (i) Health services
  - (ii) Home loans
  - (iii) Executive education programme.

- (b) What do you think are the main reasons for including the element of 'people' in the marketing mix for services ? Explain.
3. (a) Choose a service you are familiar with and develop a good service guarantee for it. Discuss why your guarantee is a good one and list the benefits to the company of implementing it.
- (b) Explain the 'Gronroos Model' of service quality taking the example of a restaurant.
4. Write short notes on *any three* of the following :
- (a) Sales promotion scheme for hotels
- (b) Service classification
- (c) Factors governing tourism demand
- (d) Classification of product support services.
- (e) Channels of distribution for retail banking services.

## SECTION-B

5. Assume you manage a movie theatre in a big city
- (a) Explain the underlying pattern of demand fluctuations likely to occur at the theatre and the challenges it would present to you as a manager. Is the pattern of demand predictable or random ?
  - (b) Explain demand-oriented and capacity-oriented strategies you would undertake to smoothen the peak and valleys of demand.
  - (c) Explain the importance of physical evidence for a movie theatre.
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