

02521

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

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 implications of services marketing triangle ? Explain giving suitable examples.
(b) "Growth in services is at the expense of manufacturing sector of the economy". Do you agree with the statement ? Discuss.

2. You have been appointed as a marketing consultant by a multi-speciality corporate hospital. Prepare a note for the hospital management explaining :
 - (a) Why it would be necessary for doctors as well as nursing staff to be marketing oriented ?
 - (b) Importance of word of mouth communication for the hospital.
 - (c) How the pricing of health services is different from pricing of goods ?

3. (a) What do you understand by the term 'Service Quality' ? What are the benefits of service quality to organisations ?
- (b) "A service organisation should treat a complaint as a gift and the one who complains as a friend". Do you agree with the statement ? Justify your answer.
4. Write short notes on **any three** of the following :
- (a) Information search behaviour for services.
- (b) Modes of service delivery in international trade.
- (c) Service Guarantees.
- (d) Promotion of Educational Services.
- (e) Channels of distribution for banks.

SECTION - B

5. Taking the example of any restaurant you are familiar with, explain the following :
- (a) Role of training and development of its employees.
- (b) Importance of physical evidence for it.
- (c) Challenges it faces with respect to demand and capacity. Also suggest some strategies to overcome these challenges.
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