

No. of Printed Pages : 5

MS-65

MANAGEMENT PROGRAMME

Term-End Examination 02573

December, 2011

MS-65 : 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*.
 - (iii) All questions carry *equal* marks.

SECTION - A

1. (a) Differentiate between the following giving suitable examples :
 - (i) Search, experience and credence qualities.
 - (ii) Core, facilitating and supporting services.
 - (b) What is the significance of non-monetary costs in pricing decision for services ? Discuss taking the example of health care services.
-
2. (a) Explain the term yield Management. Discuss the importance of yield management for a hotel.

- (b) Why do customers switch service providers ? Can you do anything as a marketer to prevent the customers from switching ?
3. (a) What are the various modes of service delivery in international trade ? Discuss with the help of examples.
- (b) Do you agree with the following statements ? Justify your answer.
- (i) A complaint is a gift and the customer who complains is your friend.
- (ii) Growth in services is at the expense of manufacturing sector of the economy.
4. Write short notes on *any three* of the following :
- (a) Classification of product support services
- (b) The services marketing triangle
- (c) Cycle of success and cycle of failure
- (d) Channels of distribution for retail banking services
- (e) Promotional strategies for educational services.

SECTION - B

5. Study the case given below and answer the questions given at the end.

AARP Uses New Name To Reach Broader

Target Market

AARP is the name, and baby boomers (A baby boomer is a person who was born during the post-world war II baby boom) are the target of its new marketing efforts in the United states. Formerly known as American Association of Retired Persons, AARP is a membership and advocacy organisation for people in the 50-and-over age group. The organisation offers group discount programmes, consumer education, and other services, in addition to lobbying on behalf of its 34 million members. However, AARP isn't just for retired people anymore, which is why the organisation has changed its name and is in the process of completing a major make-over.

The decision to give special attention to baby boomers has led to AARP's two challenges. First is to show this new generation of seniors that its services are relevant and valuable. Second challenge is to balance its outreach to 50-year-olds with commitment to older members.

Before making any changes, AARP conducted extensive marketing research to learn what baby boomers thought of the organisation. Data collected indicated that "Boomers think of

Download More:- <https://www.ignouassignmentguru.com/papers>
AARP as more for their parents", says one AARP official, "but we think we can change this". In fact, when AARP researchers explained the organisation's services, potential members responded positively. "So we don't need to reinvent AARP and come out with a bunch of new programme," Concluded AARP's executive director.

With this background, AARP started its makeover by adopting the association's acronym as its name. This softened any negative relations baby boomers might have to joining a group for "retired persons" then management launched a 100 million. Five year advertising campaign to position AARP as the organisation for active boomers and older seniors using the tag line "Today's AARP. Your choice, your voice, Your Attitude". Next, AARP revamped its publication in line with the new target segments. So AARP split its 'Modern Maturity' magazine into two separate editions: one with articles for members ages 56 to 65 and one for member over 65. In addition, the association created a new magazine, 'My generation', for members under 55 - the new boomer target.

AARP is also giving out into the community to reach its target market. Its magazines are sponsoring summer time mall tours featuring dance and yoga exhibitions by seniors, golf games, give aways, and family entertainments. AARP's long-term marketing objective is to attract half of all Americans age 50 and older as members.

Questions :

- (a) Critically examine the repositioning effort undertaken by AARP.
 - (b) How is AARP coping with the challenges of marketing an intangible service ?
 - (c) What steps might AARP take to demonstrate reliability, responsiveness, assurance and empathy ?
-



www.ignouassignmentguru.com

No. of Printed Pages : 3

MS-65

MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

MS-65 : 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*.
 - (iii) All questions carry *equal* marks.

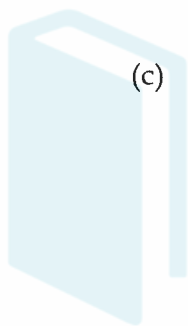
SECTION-A

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.



ASSIGNMENT GURU

www.ignouassignmentguru.com

No. of Printed Pages : 3

MS-65

MANAGEMENT PROGRAMME

Term-End Examination

December, 2012

MS-65 : 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.

(iii) All questions carry equal marks.

SECTION - A

1. (a) With the help of suitable examples, explain the concept of 'Services Marketing Triangle'.
(b) Explain the four modes of service delivery in international trade of services, giving examples of each.
2. (a) Identify a particular service organisation for which you believe 'physical evidence' is particularly important in communicating with customers. Prepare the text of a presentation as a manager of that organisation highlighting the importance of physical evidence in the organisation's marketing strategy.

- (b) In what specific ways does the distribution of services differ from the distribution of goods? List some benefits the companies can get in electronic distribution of services.
3. (a) Choose a local restaurant or some other type of service with fluctuating demand. What is the likely underlying pattern of demand ? What causes the pattern ? Is it predictable or random ?
- (b) What is Service Quality? Why do customers experience difficulty in judging service Quality ?
4. Write short notes on *any three* of the following :
- (a) Family Life Cycle and need for financial services.
- (b) Promotional strategies for educational services.
- (c) Reasons for growth of the service sector.
- (d) Service guarantees.
- (e) Yield Management.

SECTION - B

5. Do you agree with the following statements ?
Justify your answer.

- (a) Reasons for customer switching are not controllable from a service Organisation's point of view.
- (b) Service waiting (customer waiting) can be controlled only by 'operations management'.
- (c) Pricing strategy for services includes much more than determining what to charge.
- (d) In case of services, consumers rely more on personal sources of information for pre-purchase evaluation.



ignou
ASSIGNMENT GURU

www.ignouassignmentguru.com

No. of Printed Pages : 3

MS-65

MANAGEMENT PROGRAMME

Term-End Examination

June, 2013

MS-65 : 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.
(iii) All questions carry equal marks.

SECTION - A

1. (a) Discuss 'Inseparability' and 'Perishability' as characteristics of services. Also describe their marketing implications for a hospital.
(b) What are the additional three 'Ps' of service Marketing Mix ? Discuss each. Also discuss the relevance of 'Services Marketing Triangle' for a consultancy company.
2. (a) "One of the most significant differences between goods and services is that in goods search qualities dominate while services are dominated by experience and credence qualities." Discuss the above statement with suitable examples.

- (b) Describe the 'Psychological Factors' influencing the buyer behaviour of services, with suitable examples.
3. (a) What are the major methods of distribution in services ? Discuss with suitable examples.
- (b) Discuss the importance of 'Internal Marketing' for a service organisation.
4. Write short notes on *any three* :
- (a) Segmentation in the Tourism Market
- (b) Measuring Service Quality
- (c) Strategies for Managing Demand
- (d) Classification of Product Support Services
- (e) Service Recovery Strategies.

www.ignouassignmentguru.com

SECTION - B

5. Rockland Group has entered into the health care during the last decade, during the time when large health care companies like Apollo, Forties, Max and many others were already established. Rockland decided not to go for very large size hospitals but to have a network of relatively smaller size properties.

- (a) What could be possible 'Distribution' related strategies Rockland has adopted, which might give them an advantage over its competitors ?
- (b) What are the various non-monetary costs relating to Health Care Services ? Explain.
- (c) Suggest a suitable promotion mix for the Rockland Hospitals.

www.ignouassignmentguru.com

No. of Printed Pages : 3

MS-65

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

MS-65 : 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**.
(iii) All questions carry *equal* marks.
-

SECTION - A

1. (a) In what ways intangible services are different from tangible products? Discuss.
(b) What are the reasons for growth of the services sector? Also indicate along with each reason what new types of services have come up and why?
2. (a) What are the four modes of service delivery in the context of International Trade in services? Discuss each with suitable examples.
(b) Briefly explain the Gaps Model of Service Quality. Also suggest the strategies to reduce the identified gaps.

- 
3. (a) Discuss briefly each of the non-monetary costs which can influence the pricing of services. Discuss by taking the example of retail banking services.
- (b) Enlist the different pricing strategies being followed by service organisations. Discuss any four of these strategies in detail with suitable examples.
4. Write short notes on **any three** of the following:
- (a) Yield Management
- (b) Customer Switching
- (c) Educational Services Product
- (d) Marketing Communication for Health Care Services
- (e) Sales promotion Schemes for Hotels.

www.ignouassignmentguru.com **SECTION - B**

5. Hair stylist Jawed Habib, who runs a chain of more than 300 salons across India, plans to take his venture global in a strategic partnership with Procter and Gamble, the world's largest consumer goods company. "Our initial thrust will be Europe and we want a big presence in London and Paris", the Chairman and Managing Director said. He said the company plans to open more than 50 salons abroad over the next two years. Habib plans

to invest in his first set of salons abroad. He will use the franchisee route to expand. Habib says each salon will need an investment of Rupees 5-6 millions. "The potential is much more in overseas markets, since consumers in matured markets like Europe spend almost 20-25% of their earning on grooming and beauty as compared to some 5% in urban India," said Habib whose salon chain reported Rupees Five hundred million (50 crore) turnover last year

- (a) Elaborate in the context of 'Inseparability' why Habib has to open Multiple Salons.
- (b) What are the relative advantages and disadvantages Habib will have through Franchising ?
- (c) Discuss the importance of customer Retention for the above service offering.

www.ignouassignmentguru.com



www.ignouassignmentguru.com

No. of Printed Pages : 2

MS-65

02521

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

MS-65 : 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.
(iii) All questions carry equal marks.
-

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.

No. of Printed Pages : 3

MS-65

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-65 : 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*.
(iii) *All* questions carry *equal* marks.
-

SECTION - A

1. Distinguish between the following giving suitable examples :
 - (a) Search Qualities and Experience Qualities
 - (b) Different modes of delivering services internationally
 - (c) Internal marketing, External marketing and Interactive marketing.
2. (a) In what ways is distribution of services different from goods ? Identify a service which can be distributed through electronic channel and discuss the benefits and challenges involved in it.
(b) Explain the Grouroos Model of Service Quality taking the example of any service you are familiar with.

3. (a) "Service waits (customer waiting) can be managed only by operations management". Do you agree with the statement ? Justify your answer.
- (b) Discuss the factors governing tourism demand.
4. Write short notes on **any three** of the following :
- (a) Role of physical evidence
- (b) Reasons for growth of the service sector
- (c) Role of non- monetary costs in services marketing.
- (d) Yield management.
- (e) Pricing of educational services

SECTION - B

5. (a) A leading manufacturer of consumer durables like refrigerators, washing machines, air conditioners, microwave ovens etc is witnessing a gradual fall in its market share over the last few years. In order to revive its brands, it has decided to launch branded after sales service centres under the name, 'Absolute care'. The company hopes to achieve an advantage over the competition through this initiative wherein the customers are assured of a large range of hassle free services for the company's consumer appliances

- (i) "Absolute care is in effect making efforts to reach out to its consumers and therefore building a lifetime relationship with them". How can Absolute Care help the company in enhancing the customer satisfaction levels ? Discuss.
 - (ii) What are the various kinds of services which the company can provide at 'Absolute Care' outlets ? Explain.
- (b) Critically evaluate the following service guarantee offered by a restaurant for its home delivery services :
- "30 Minutes delivery Guarantee. 10% discount on next order in case of delayed delivery."

ASSIGNMENT GURU

www.ignouassignmentguru.com

No. of Printed Pages : 3

MS-65

MANAGEMENT PROGRAMME

Term-End Examination

June, 2015

MS-65 : 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*.
(iii) *All questions carry equal marks*.

SECTION - A

1. (a) What are the basic characteristics of services vis-a-vis goods ? What are the implications of these characteristics for a passenger airline ?
(b) Distinguish between the following giving suitable examples :
 - (i) Search and experience qualities
 - (ii) Internal and external marketing
2. (a) What do you understand by the term 'Service Quality' ? Explain the 'Grouroos Model of Service Quality' taking the example of a full service family restaurant.
(b) What are the benefits to a service organisation in retaining its customers ? Discuss with the help of examples.

3. (a) Identify and explain the product support services which automobile manufacturers can offer to its customers.
(b) Explain the importance of branding of financial services, giving suitable examples.
4. Write short notes on **any three** of the following :
 - (a) Yield management
 - (b) Pricing of health services
 - (c) Modes of service delivery in international trade
 - (d) Word of mouth communication
 - (e) Importance of physical evidence for an educational institute

SECTION - B

5. (a) A 5-star hotel group has successfully positioned itself as the business travellers' preferred chain. The group plans to initiate a sales promotion scheme to achieve the following objectives :
 - * To enhance weekend occupancies.
 - * To induce trial purchase by competition users.
 - * To reinforce perception of the hotel as an exclusive product that admirably fulfills all hospitality needs of high profile executives travelling on work, even their emotional needs.
 - (i) Suggest a sales promotion scheme for fulfilling the above objectives.
 - (ii) Which communication medium would you suggest to communicate information about the sales promotion offer and why ?

- (b) What is the impact of a service guarantee on the perceived risk customers experience in purchasing services ?

Examine the following service guarantees offered by different companies and give your comments whether these are good guarantees or not ?

- (i) An Automotive service company :
"We guarantee all parts and services for a period of six months or six thousand miles" and "services will be performed or parts will be replaced as needed....". For this the customer must first sign an authorization that includes "Company assumes no liability whatsoever for theft or any type of damage to the vehicle or its contents".
- (ii) An Airlines : "We guarantee that passengers will be on time for their connecting flight, unless the delay results from problem with the weather or air traffic control".
- (iii) A Hotel : "100% satisfaction guarantee : We guarantee high quality accommodation, friendly and efficient service, and clean comfortable surroundings. If you are not completely satisfied, we don't expect you to pay".
-

No. of Printed Pages : 5

MS-65

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

00003

MS-65 : 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.
(iii) All questions carry equal marks.
-

SECTION - A

1. (a) Give some examples of services that are high in credence qualities. How do high credence qualities affect consumer behaviour for these services ?
- (b) What do you understand by the term 'physical evidence' ? Discuss the importance of physical evidence for the following :
- (i) Bank
 - (ii) Insurance company

2. (a) Why do customers switch service providers ? Can you do anything as a marketer to prevent customers from switching ? Discuss.
(b) In what ways is distribution of services different from goods ? Identify a few services which can be distributed through electronic channels and discuss the benefits and challenges involved in it.
3. (a) With the help of examples discuss the various forms of consumer sales promotion schemes which can be used by hotels.
(b) Explain the factors responsible for the growth of tourism industry.
4. Write short notes on **any three** of the following :
 - (a) Internal marketing
 - (b) Gaps Model of Service Quality
 - (c) Product Support Services
 - (d) Importance of location decision for educational services
 - (e) Significance of non-monetary costs in pricing of services

SECTION - B

5. **Note :** Study the case given below and answer the questions given at the end. It is a complaint letter written to the proprietor of a restaurant by an angry and disappointed customer.

THE COMPLAINT LETTER

October 13, 2013
123 Main Street,
Model Town,
Delhi.

Mr. P.K. Roy,
Managing Director,
The Retreat House,
New Delhi.

Dear Mr. Roy,

This is the first time that I have ever written a letter like this, but my wife and I are so upset by the treatment afforded by your staff, that we felt compelled to let you know what happened to us. We had dinner reservations at The Retreat House for a party of four under my name for Saturday evening, October 11. We were hosting my wife's brother and his wife, visiting from U.S.A.

We were seated at 7:00 p.m. in the dining room to the left of the front desk. There were at least four empty tables in the room when we were seated. We were immediately given menus, a wine list, ice-water, dinner rolls and butter. Then we sat for 15 minutes until the cocktail waitress asked us for our drink orders. My sister-in-law said after being asked what she would like, "I'll have a vodka martini straight-up with an olive." The cocktail waitress responded immediately, "I'm not a stenographer." My sister-in-law repeated her drink order.

Soon after our waiter arrived, informing us of the specials of the evening, I don't remember his name, but he had dark hair, wore glasses, was a little stocky, and had his sleeves rolled up. He returned about 10 minutes later, our drinks still not having arrived. We had not decided upon our food but requested appetizers, at which time he informed us that we could not order appetizers without ordering our food at the same time. We decided not to order our appetizers.

Our drinks arrived and the waiter returned. We ordered our food at 7:30. When the waiter asked my wife for her order, he addressed her as "young lady". When he served her the meal, he called her "dear".

At ten minutes to eight we requested that our salads be brought to us as soon as possible. I then asked the waiter's assistant to bring us more rolls (each of us had been served one when we were seated). Her response was, "who wants a roll," upon which, caught off-guard, we went round the table saying yes or no so she would know exactly how many "extra" rolls to bring to our table. Our salads were served at five minutes to eight. At twenty-five minutes past the hour, we requested our food. It was served at 8:30, one and one-half hours after we were seated in a restaurant which was one-third empty. Let me also add that we had to make constant requests for water refills, butter replacement and the like.

In fairness to the chef, the food was excellent, and as you already realize, the atmosphere delightful. Despite this, the dinner was a disaster. We were extremely upset and very insulted by the experience. Your staff is not well

trained. They were overtly rude, and displayed little etiquette or social grace. This was compounded by the atmosphere you were trying to present and the prices you charge in your dining room. Perhaps we should have made our feelings known at the time, but our foremost desire was to leave as soon as possible. We had been looking forward to dining at The Retreat House for quite some time. We will be hard-pressed to return to your establishment. Please be sure to know that we will share our experience at The Retreat House with our family, friends and business associates.

Sincerely,

Dr. A.M. Singh

Questions :

- (a) Identify the key problem areas which resulted in a bad customer experience at the restaurant. Give your suggestions for improvement.
 - (b) If you were in Mr. Roy's position, how would you respond to the above letter ?
-

No. of Printed Pages : 3

MS-65

00024

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

MS-65 : 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.*
(iii) *All questions carry equal marks.*
-

SECTION - A

1. (a) Explain the 'heterogeneity' and 'perishability' characteristics of services. Discuss their marketing implications for a hotel.
(b) Give some examples of services that are high in credence qualities. How do high credence qualities affect consumer behaviour for these services ? Discuss.
2. (a) How is pricing for health services different from pricing for goods ? Explain.
(b) Briefly explain the 'Gaps Model of Service Quality'. Which of the four service provider gaps do you believe is the most difficult to close and why ?

3. (a) Why do customers switch service providers ? Can you do anything as a marketer to prevent the customers from switching ? Discuss.
- (b) Explain the factors governing tourism demand giving suitable examples.
4. Write short notes on **any three** of the following :
 - (a) Internal Marketing
 - (b) Positioning strategies for advertising agencies
 - (c) Classification of product support services
 - (d) Branding of financial products
 - (e) Service recovery strategies

SECTION - B

5. Study the case situation given below and answer the questions given at the end :

Case Situation : The amusement park with a successful history was now facing problems. It had its first money losing last year followed by another one now. The park had three ways to bring in more revenues : increase visit per customer, increase average spending per visit or attract new customers. Because of a mature industry all three were hard to do. As pulling in people from broader geographical area seemed an unlikely proposition due to the wide availability of such parks, attracting new customers required new value proposition. With this background, it was proposed to offer a

"preferred guest card" to win more business from moneyed and time pressed group of people. Under this plan, visitors could pay an additional fee to get free rein of the park : Card Holders would enter the ride through separate lines which would give them first crack and they would be seated immediately at any in-park restaurant. It was hoped that this plan will help to up-sell the people who are already coming to the park. And by making it possible to spend less time in queues, the guest card will also attract a different type of customer - time starved, high- income professionals and their families, who might otherwise avoid the whole experience. However, certain objections were raised against such a scheme. "I don't even think it's a great experience for the preferred guests. Who want to feel all that animosity diverted at them ? The key to this business is the customers feeling good while they are here. With this scheme neither side's coming back" commented an executive. A possible solution given to this was to separate the lines and limiting the percentage of special tickets issued on any given day. If the 'preferred guest card' scheme was not implemented the park might be forced to raise price across the board.

Questions :

- (a) Evaluate the 'preferred guest card' scheme and give your recommendations to the management.
- (b) Suggest some ways of managing waiting lines at the amusement park.
- (c) Discuss the importance of physical evidence for an amusement park.

No. of Printed Pages : 3

MS-065

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

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.

(iii) All questions carry equal marks.

SECTION - A

1. (a) What are the implications of the 'Services Marketing Triangle' ? Explain with the help of suitable examples.
(b) Explain the different modes of service delivery in international trade of services, giving suitable examples.
2. (a) Describe the non-monetary costs involved in the following services :
 - (i) Health Services
 - (ii) Credit Cards
(b) Suggest some consumer sales promotion schemes which can be used by a business hotel to manage its demand.

3. (a) Explain the significance of determining demand patterns by a service organization. Select any service organization of your choice and describe its demand patterns and the underlying causes.
- (b) What are the various kinds of product support services ? What is the importance of these services for marketers of tangible goods ? Explain giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Reasons for growth of the service sector
 - (b) Promotional strategies for educational services
 - (c) Channels of distribution for banks
 - (d) Gronroos Perceived Service Quality Model
 - (e) Physical Evidence

www.ignouassignmentguru.com

SECTION - B

5. (a) Select any service organization of your choice and develop a service guarantee for it. Justify how the guarantee developed by you is a good one.
- (b) Given below is a copy of a mail sent by an organization to M/s. ABC Car Rentals Ltd. Review the communication and give a brief account of actions you would have taken if you ever receive such a mail.

Mr. S Mohan President June 15, 2014
ABC Car Rental Ltd.

Dear Mr. Mohan,

I was contacted by Mr. Ajay Gupta in December 2013 regarding our requirements for car rentals and how your company might be able to serve us. I find myself needing to order for these services for a large international convention we are organizing in August 2014 and therefore decided to contact your company for information. Instead of obtaining information. I am totally frustrated. First I went to your website. "Cool", I thought, I can click on the buttons and get information." Wrong, no help there. So I tried to e-mail you from that site - didn't work. Additionally, there was no e-mail address on either letterhead or your website. My next step was a phone call. I called and got a menu. I pressed the number for the sales department. Then I had a wait through another menu to get a sale person. Ajay was a good choice, I thought, wrong. He's out of the office, so I followed his instructions and pressed 222 for someone else-more voice mail. Okay, then I pressed "O" for an operator. "All I want is talk to someone in sales," I told the lady who answered. I was transferred to someone who picked up the phone and hung up.

So I'll go elsewhere for my requirements.

A. Roy
Vice-President

No. of Printed Pages : 3

MS-065

01285
682710

MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

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.
(iii) All questions carry equal marks.

SECTION - A

1. (a) 'Service Marketing is considered more challenging than Goods Marketing.' Do you Agree ? Substantiate.
(b) What are the differences between 'search', 'experience' and 'credence' qualities ? Explain with the help of examples.
2. (a) Explain the new product development process in services with reference to Hospitality services.
(b) What is physical evidence ? Explain its role in services.
3. (a) What are the determinants of service quality ? Discuss giving suitable examples.
(b) Discuss the importance of customer retention for service marketers.

4. Write short notes on **any three** of the following :
- (a) Role of non-monetary costs in service pricing
 - (b) Classification of Product Support Services
 - (c) Word of mouth communication
 - (d) Telecom services distribution
 - (e) Branding of financial products

SECTION - B

5. **Note : Read the case given below and answer the questions given at the end.**

ABC Educational Institute is one of the few management institutes started early in the 1960s in India. The institute was regarded by many as one of the premier management institutes in the country. The old students of the institute occupied very important positions in the government and private enterprises within as well as outside the country. The strengths of the institute are : qualified teaching staff and infrastructure. The established image of the institution draws crowds for admission into the course. Mr. Parasuraman, the newly appointed director of the institute, was not happy with the happenings in the institute. Demand management was not the problem. In spite of the mushrooming of a number of institutes at university and private levels, the number of candidates seeking admission was more than the seats available. Mr. Parasuraman, however, recognised that the number of applications was falling at a slow rate for the last five years.

When he pointed this out to some of the senior faculty, they discounted the factor as an effect of increased competition. Besides the demand issue, there are many more issues that cause concern to the director.

1. Class work is not properly conducted.
2. Absenteeism among students is high.
3. Teachers give more importance to personal and private works.
4. Placement cell is unable to have network with established companies.
5. Enthusiastic participation is absent, both from faculty and students.
6. Teacher-student relationships are neither positive nor negative.
7. The facilities offered by the institute are not used by the faculty and students optimally.

Mr. Parasuraman certainly was not happy with these findings. He wanted to rebuild the institute. He did not want to hang on to an image of the institute of yesteryears. He sensed that if something constructive was not done by him, the institute is certainly going to face some very serious problems in the future.

Parasuraman identified that the core strengths of the institute is faculty and the personnel in support services. He strongly believe that if the faculty really work with involvement and commitment there won't be any problem in the institute and all the problems identified get solved automatically. He does not know exactly where to begin with and how to deal with the problem, particularly, when senior professors are involved. He sought the services of a consultant in this respect.

Questions :

- (a) What internal marketing strategies would be helpful in tackling the situation above ? Discuss.
 - (b) Discuss the Challenges involved in marketing of educational services.
-



www.ignouassignmentguru.com

No. of Printed Pages : 3

MS-065

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

01537

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.*
(iii) *All questions carry equal marks.*
-

SECTION - A

1. (a) Discuss the reasons for the growth of service sector, giving suitable examples.
(b) Explain the factors influencing consumer behavior in services.
2. (a) What are the distribution channels available for services ? Explain the problems and challenges of each option.
(b) How quality can be ensured to customers through service processes ? Explain with an example of health care services.
3. (a) Why do customers switch service providers ? Can you do anything as a marketer to prevent the customer from switching ?
(b) What are the strategies to manage demand to see it to the level of capacity ? Explain giving examples.

4. Write short notes on **any three** of the following :
- (a) Franchising of services
 - (b) Services marketing triangle
 - (c) Customer perceived service quality
 - (d) Pricing strategies for services
 - (e) Physical evidence in healthcare

SECTION - B

5. Jocab Sarma (JS), the Managing Director Home Services Pvt. Ltd., is working out for a competitive strategy. The company offers domestic maid services through a network of registered servant maids. This company is promoted by JS in an organized form to defuse the fears of insecurity to the customers from servant maids in terms of thefts, physical attacks, information carriers, and intelligence to robbers etc., and also to provide long term and short term accessibility of such service. The company targeted the residents of urban areas. The middle income and higher income households are identified as the potential market. The company offers different service packages at different prices. Provisions are made for customer choice in formulating the service package itself. The company assures customers all kinds of security from the service personnel.

The company is facing competition from individual servant maids, who offer the services at a lower price than the company and also from consumers themselves who can perform the

services on their own. The threat of new entrants is serious as this service business requires very less investment and other resources. The growth in women employment and the increased role stress of households due to nuclear family system resulted in enhanced demand for servant maid services. The company could carve a niche in a very short period because many people are looking for such services. It has been rather easy to capture the market segment of higher income group compared to the middle income group which is price sensitive. The feedback from all groups of customers is positive on the service quality. Some customers expressed their unhappiness over prices of the services. JS want to consolidate the company's position in the market. He is planning to build some distinctive competencies so that it becomes difficult for the new entrants to attack his company from any angle. He is planning to attract the independent servant maids to register with the company so that competition from that angle can be eliminated. JS needs a comprehensive strategy that ensures clear leadership in the business for a long period.

Questions :

- (a) How you can gain competitive advantage in this business ? Discuss.
- (b) What are the potential threats to the company ? Suggest strategies to meet such threats.

No. of Printed Pages : 2

MS-065

008005

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

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.

(iii) All questions carry equal marks.

SECTION - A

1. (a) What are the implications of the services marketing triangle ? Explain giving suitable examples.
(b) Is physical evidence equally important for all kinds of service industries ? Justify your answer giving suitable examples.
2. Do you agree with the following statements ? Explain giving suitable examples.
 - (a) Growth in services is at the expense of manufacturing sector of the economy.
 - (b) Service quality evaluations are not made solely on the basis of the outcome of the service, but they also involve evaluation of the process of service delivery.
 - (c) In the case of services, consumers rely more on personal sources of information for pre-purchase evaluation.

3. (a) What are the various modes of service delivery in international trade ? Explain with the help of examples.
- (b) Explain the importance of branding of financial services, giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Importance of customer retention
- (b) Factors governing tourism demand
- (c) Service recovery
- (d) Pricing of educational services
- (e) Classification of product support services

SECTION - B

5. (a) Discuss the characteristics of a good service guarantee. Evaluate the following service guarantee offered by a restaurant for its home delivery services, on the basis of the characteristics discussed by you.
- "30 MINUTES GUARANTEE
10% DISCOUNT ON DELAYED
DELIVERY ORDERS"

(* Discount not applicable for orders over Rupees 500)

- (b) Assume you manage a restaurant in a prominent shopping mall in a big city. Explain the pattern of demand fluctuation that is likely to occur at your restaurant and the challenges it would present to you as a manager. List out the strategies that you might use to manage demand and capacity.

No. of Printed Pages : 3

MS-065

MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

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.

(iii) All questions carry equal marks.

SECTION - A

1. Choose any service of your choice and discuss the marketing implications of intangibility, inseparability, heterogeneity and perishability as applicable to the selected service. Give suggestions for overcoming these implications.
2. Do you agree with the following statements ? Justify your answer giving suitable examples.
 - (a) Service waits (customer waiting) can be managed only by operations management.
 - (b) A service organization should treat a complaint as a gift and the one who complains as a friend.
 - (c) Service guarantees are beneficial for all types of service firms.

3. (a) Why do customers switch service providers ? Can you do anything as a marketer to prevent the customer from switching ? Discuss.
- (b) 'Pricing strategy for services includes much more than determining what to charge'. Examine the statement with the help of suitable examples.
4. Write short notes on **any three** of the following :
- (a) Reasons for growth of the service sector
 - (b) Internal marketing
 - (c) Yield management
 - (d) Gronroos Model of Service Quality
 - (e) Channels of distribution for retail banking services

SECTION - B

5. (a) A 5 star hotel group has successfully positioned itself as the business travellers' preferred chain. The group plans to initiate a sales promotion scheme to achieve the following objectives'.
- To enhance weekend occupancies
 - To induce trial purchase by competition users
 - To reinforce perception of the hotel as an exclusive product that admirably fulfills all hospitality needs of high profile executives travelling on work, even their emotional need.

Suggest a sales promotion scheme for fulfilling the above objectives. Which communication medium would you suggest to communicate information about the sales promotion offer, and why ?

- (b) You have been appointed as marketing consultant by a multi-speciality corporate hospital. Prepare a note for the hospital management explaining.
- (i) Why it would be necessary for doctors as well as nursing staff to be marketing oriented ?
 - (ii) Importance of word of mouth communications for the hospital.
-



www.ignouassignmentguru.com

1832

No. of Printed Pages : 5

MS-065

MANAGEMENT PROGRAMME

Term-End Examination, 2019

MS-065 : MARKETING OF SERVICES

Time : 3 Hours]

[Maximum Marks : 100

(Weightage 70%)

Note : Answer any three questions from **Section-A**.

Section-B is compulsory. All questions carry equal marks.

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) Where do the following fit on the 'continuum of evaluation for different types of products' :

- (i) Automobile repairs
- (ii) Medical diagnosis
- (iii) Fast food restaurant

What are the implications for consumer behaviour ?

2. (a) What do you understand by 'non-monetary costs' with reference to marketing of services ? Describe the non-monetary costs involved in the following services :

(i) Home loans

(ii) Health services

- (b) Explain the logic behind these two quotes : "A complaint is a gift" and "The customer who complains is your friend".

3. (a) How can product support services be used in a manufacturing context for competitive advantage ? Explain in the context of automobiles or personal computers.

- (b) Do you think physical evidence really matters in marketing of services ? Discuss with the help of examples.

4. Write short notes on **any three** of the following :
- (a) Internal Marketing
 - (b) Yield Management
 - (c) Buyer behaviour for financial services
 - (d) Marketing communication for healthcare services
 - (e) Role of non-verbal communication in service encounters.

SECTION-B

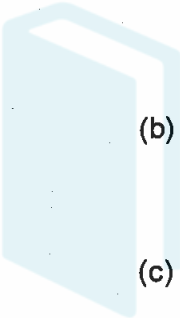
5. Read the following case situation and answer the questions given at the end :

Case Situation : The amusement park with a successful history was now facing problems. It had its first money losing year last year followed by another one now. The park had three ways to bring in more revenues : increase visit per customer, increase average spending per visit or attract new customers. Because of a mature industry all three were hard to do. As pulling in people from

broader geographical areas seemed an unlikely proposition due to the wide availability of such parks, attracting new customers required new value proposition. With this background, it was proposed to offer a "preferred guest card" to win more business from moneyed and time pressed group of people. Under this plan, visitors could pay an additional fee to get free rein of the park: Card Holders would enter the ride through separate lines which would give them first crack and they would be seated immediately at any in-park restaurant. It was hoped that this plan will help to up-sell the people who are already coming to the park. And by making it possible to spend less time in queues, the guest card will also attract a different type of customer - time starved, high-income professionals and their families, who might otherwise avoid the whole experience. However, certain objections were raised against such a scheme. "I don't even think it's a great experience for the preferred guests. Who want to feel all that animosity diverted at them ? The key to this business is the customers feeling good while they are here. With this scheme neither side's coming back" commented an executive. A possible

solution given to this was to separate the lines and limiting the percentage of special tickets issued on any given day. If the 'preferred guest card' scheme was not implemented the park might be forced to raise price across the board.

Questions :

- 
- (a) Evaluate the 'preferred guest card' scheme and give your recommendations to the management.
 - (b) Suggest some ways of 'perception management' of waiting lines at the amusement park.
 - (c) Explain the pattern of demand fluctuation that is likely to occur at an amusement park.

www.ignouassignmentguru.com

----- x -----

No. of Printed Pages : 3

MS-062

MANAGEMENT PROGRAMME

Term-End Examination

December, 2019

01643

MS-062 : SALES MANAGEMENT

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

www.ignouassignmentguru.com

1. (a) Briefly explain the stages in personal selling process, highlighting the importance of each of these stages.
- (b) What is negotiation ? Distinguish 'selling' from 'negotiating'. Discuss the various steps involved in the negotiation process in closing a sale.

2. (a) Why do sales trainers rely on role-play in teaching sales techniques ? Discuss its advantages and limitations over other training methods.
- (b) What are the attributes of a good Sales Quota Plan ? Explain.
3. (a) What is motivation ? What are the factors affecting motivational needs of salespersons ? Discuss with examples.
- (b) What are the bases used to design sales territories ? Discuss.
4. Write short notes on any **three** of the following :
- (a) Communication Skills
- (b) Learning Styles
- (c) Interdependence of Sales and Distribution
- (d) Sales Management Audit
- (e) Improving Territory Productivity

SECTION B

5. (a) A large publishing house of high repute, publishing a range of scientific, technical and allied books for a nationwide customer base, is now foraying and targetting educational institutions.

(i) What type of field sales organisation would you design and why ?

(ii) Prepare a suitable compensation plan for these salespersons.

(b) It is observed that many companies adopt a policy of hiring only experienced salespersons and preferably who have had experience in selling similar or allied products.

(i) Do you agree with this policy/practice of hiring ? Justify your choice.

(ii) What are the merits and demerits of such a system ?

No. of Printed Pages : 4

MS-62

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

MS-62 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any three questions from

Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) What is Sales Management ? Discuss its objectives for a business firm.

P. T. O.

[2]

MS-62

(b) Distinguish personal selling with salesmanship. Discuss with a specific example the reasons for the growing importance of personal selling in the current business environment.

2. (a) What are Selling Skills ? Explain the significance of oral communication and non-verbal communication in a sales situation.

(b) Explain the commonly used recruitment sources for hiring salesperson. Why recommendation of present salesperson is considered as a good choice ? Discuss.

3. (a) What are the objectives of establishing sales territories ? Discuss the steps involved in territory planning.

[3]

MS-62

(b) Explain the meaning and importance of sales quotas. Why sales volume quota are commonly used by firms ?

4. Write short notes on any *three* of the following :

- (a) Qualities of a good salesperson
- (b) Closing the sale
- (c) Objectives and principles of sales display
- (d) Motivation of sales force
- (e) Any *two* methods of sales budgeting

Section—B

5. (a) What are the various steps involved in the sales process ? How would the sales process differ in the following cases ?

- (i) Five star hotel representative selling services to the senior executive of a company.
- (ii) Pharmaceutical company salesman calling upon medical doctors.

P. T. O.

- (b) What are the factors influencing the design of compensation schemes for salespersons ? Suggest appropriate components of compensation that you would suggest for the following and why ?
- (i) A young bachelor selling computer software for MSMEs.
- (ii) A married senior institutional salesperson with grown-up children selling medical equipment.

www.ignouassignmentguru.com

MANAGEMENT PROGRAMME

Term-End Examination

February, 2021

MS-065 : 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. (a) Discuss the reasons for growth of the service sector, giving suitable examples.
- (b) 'Growth in services is at the expense of the manufacturing sector of the economy.' Do you agree with the statement ? Justify your response.
2. (a) Why do consumers of services perceive higher levels of risk associated with their purchases ? Discuss with the help of examples.

- (b) What do you think are the main reasons for including the element of 'people' in the marketing mix for services ? Discuss.
3. (a) Explain why it is important for service organizations to match demand and capacity. What are the implications of a mismatch between the two ?
- (b) Explain the significance of word-of-mouth communication for a health care marketer.
4. Write short notes on any *three* of the following :
- (a) The services marketing triangle
- (b) Pricing strategies for services
- (c) Sales promotion strategies for hotels
- (d) Promotional strategies for educational services
- (e) Role of physical evidence in services marketing

SECTION B

5. Critically examine the following statements giving suitable examples :

- (a) “Service companies must become gymnasts, able to regain their balance instantly after a slip up and continue their routine.”
- (b) “Service quality evaluations are not made solely on the basis of the outcome of service, they also involve evaluation of the process of service delivery.”



ASSIGNMENT GURU

www.ignouassignmentguru.com