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MS-65

June – Examination 2020

**Master of Business Administration
Examination**

Marketing of Services

Paper : MS-65

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt any *five* questions. Each question carries equal marks.

1. Describe the reasons behind the rapid growth of service sector.
2. Examine the marketing implications of service characteristics.
3. Describe the importance of the location decisions for services.
4. Examine the significance of capacity planning and scheduling for services in the context of their perishability character.

5. Examine the application of total quality management in services.
6. Discuss the process of strategy implementation for services.
7. Describe the various financial products of Indian Market and the basis for making a choice for them.
8. Describe the promotional mix applied for hospitality services.
9. Comment upon the power scenario in India and the future prospects.
10. Discuss the marketing implications for educational services.

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