

MS - 65

**Management Programme(MP)/ Post Graduate Diploma in Marketing
Management (PGDMM)**

**ASSIGNMENT
For
January 2024 and July 2024 Sessions**

MS - 65: Marketing of Services

**(Last date of submission for January 2024 session is 30th April, 2024
and for July 2024 sessions is 31st October, 2024)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 65
Course Title	:	Marketing of Services
Assignment Code	:	MS - 65/TMA/JAN/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

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. Why do customers switch service providers? Can you do anything as a marketer to prevent customers from switching? Discuss.
3. 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.
4. Pricing strategy for services includes much more than determining what to charge'. Examine the statement with the help of suitable examples.
5. Write short notes on following
 - a. Gaps Model of Service Quality
 - b. Significance of Internal Marketing.
 - c. Reasons for growth of the service sector.