

**MS-65**

**Management Programme**

**ASSIGNMENT  
For  
January 2022 and July 2022 sessions**

**MS – 65: Marketing of Services**

**(Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022  
and for July 2022 session is 31<sup>st</sup> October, 2022)**



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

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 65</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing of Services</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-65 /TMA/JAN/2022</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022 and for July 2022 session is 31<sup>st</sup> October, 2022.**

1. Discuss the international scenario of role played by services sector in national economies. Do you feel India is following the trend displayed by developed economies in this regard? Discuss the theories of motivation, and types of motivational conflict.
2. What are the basic differences between pricing of goods and pricing of services? Does characteristics of services influence their pricing? Discuss.
3. Using SERVQUAL scale, create a questionnaire for a service firm that you patronize or are familiar with.
4. What are the implications of core, facilitating and supporting services for marketers of education? Discuss the concept of an augmented service products with the help of examples from the educational services..
5. Write short notes on following
  - a. GATS
  - b. Branding of Financial Products
  - c. Positioning of Advertising Agency