

MMPM-005

MBA

ASSIGNMENT
for
July 2022 and January 2023 sessions

MMPM-005: Marketing of Services

(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPM-005
Course Title	:	Marketing of Services
Assignment Code	:	MMPM-005/TMA/JULY/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. Explain in detail the characteristics that are specific to services.
2. What are the various types of online marketing? Which do you think would be the most effective online marketing strategies for a gym or health club?
3. Briefly describe the gaps model and explain the significance of the five gaps that the model identifies.
4. Write short notes on the following:
 - a) Physical evidence as an element of Marketing Mix.
 - b) Significance of Internal Marketing.
5. Write short notes on the following
 - a) Self-service technologies (SSTs)
 - b) Three-Stage Model of Service Consumption