

MS - 65

Management Programme

ASSIGNMENT
For
January 2023 and July 2023 Sessions

MS - 65: Marketing of Services

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



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/2023
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 2023 session is 30th April, 2023 and for July 2023 session is 31st October, 2023.

1. Briefly discuss the services marketing mix and the services marketing triangle.

2. What guidelines you would follow for developing an advertising campaign for a service organization? Discuss by taking the example of a commercial bank or an insurance company.

3. Briefly describe the gaps model and explain the significance of the five gaps that the model identifies.

4. Identify any basic hospital service like an X-ray analysis or a complete health check examination in three medical establishments in your city. Do you find any price variations? What in your view are the reasons for these variations?

5. Write short notes on following
 - a. Four Modes of Service Delivery
 - b. Significance of Internal Marketing.
 - c. Yield Management