

**MMPM-005**

**Master of Business Administration (MBA)/ Master of Business Administration (Online) (MBAOL) / Master of Business Administration (Marketing Management) (MBAMM) / Post Graduate Diploma in Marketing Management (PGDIMM)/ Post Graduate Diploma in Services Management (PGDISM)**

**ASSIGNMENT**

**For**

**July 2024 and January 2025 Sessions**

**MMPM-005: Marketing of Services**

**(Last date of submission for July 2024 session is 31<sup>st</sup> October, 2024  
and for January 2025 sessions is 30<sup>th</sup> April, 2025)**



**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>MMPM-005</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing of Services</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPM-005/TMA/ JULY/2024</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 July 2024 session is 31<sup>st</sup> October, 2024 and for January 2025 sessions is 30<sup>th</sup> April, 2025.**

1. What are the differences between ‘search’, ‘experience’, and ‘credence’ qualities? What are the implications of these qualities for service marketers? Explain with the help of examples.
2. What guidelines would you follow for developing an advertising campaign for a service organization? Discuss by taking the example of a commercial bank or an insurance company.
3. Differentiate between high-contact, medium-contact, and low-contact services. How are people’s roles different in these services?
4. Explain the significance of determining demand patterns. Select any service organization of your choice and describe its demand patterns and its underlying causes.
5. In the following organizations identify the various physical evidences and suggest ways to improve upon them.
  - a) A nationalized bank and a private bank.
  - b) A super bazaar and a private department store.