

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 2023 and January 2024 Sessions

MMPM-005: Marketing of Services

**(Last date of submission for July 2023 session is 31st October, 2023
and for January 2024 sessions is 30th April, 2024)**



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

ASSIGNMENT

Course Code	:	MMPM-005
Course Title	:	Marketing of Services
Assignment Code	:	MMPM-005/TMA/ JULY/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 July 2023 session is 31st October, 2023 and for January 2024 sessions is 30th April, 2024.

1. Select any three major service sectors in India and explain their growth trends.
2. What are the implications of the concepts of adequate service, desired service, and zone of tolerance for services for a marketer? Taking the example of an AC maintenance service, explain the service levels and the inputs that can be drawn for the service delivery.
3. Why is word-of-mouth (both in person and online) important for service marketing? How can a service firm encourage and manage word-of-mouth?
4. Select a service process that you are familiar with and explore at aspects where it might be improved. Additionally, describe how automation can be utilised to manage processes effectively.
5. If you were the manager of a service firm and wanted to apply the gaps model to improve service, which gap would you start with? Why? In what order would you proceed to close the gaps?