

MS-65

Management Programme

**ASSIGNMENT
(January to December)
2021**

MS – 65: Marketing of Services



**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/SEM - I/2021
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre on or before 31st October, 2021.

1. Explain the importance of physical evidence for the following:
 - (a) A distance education institute
 - (b) A hospital
2. Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching? Discuss.
3. Explain how important it is for hotels to use 'promotions' during these pandemic times. Identify possible sales promotion schemes they can offer.
4. Explain the Gronroos Model of service quality, taking the example of a restaurant.
5. Explain the product support services that a car manufacturer can provide to its customers for gaining competitive advantage.
6. How is information search behaviour different in case of services as compared to goods? Explain giving suitable examples.