

MS-65

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2017**

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/2017
Coverage	:	All Blocks

Note : Attempt any six questions and submit your assignment on or before 30th April, 2017 to the coordinator of your study centre.

1. How is information search behaviour different in case of services as compared to goods? Explain giving suitable examples.
2. Discuss the importance of non-monetary costs in pricing decisions for services, taking the example of health care services.
3. 'Customer waiting can be managed only by operations management'. Do you agree with the statement? Justify your answer giving suitable examples.
4. Is physical evidence equally important for all kinds of services? Explain giving suitable examples.
5. Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching? Discuss.
6. Explain the Gronroos Model of service quality, taking the example of a restaurant.