

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 Service Management (PGDISM)

ASSIGNMENT

For

July 2025 and January 2026 Semesters

MMPM-005: MARKETING OF SERVICES

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



**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/2025
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 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

1. How do services differ from products? What are the marketing implications of service characteristics?
2. What is a brand? How does branding of services help in creating long term customer relationships with customers? Explain.
3. 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.
4. Explain the term 'Yield Management'. Identify some of the managerial issues to be taken into account while implementing a yield management system.
5. What are the benefits to a service organization in retaining its customers? Discuss with the help of examples.