

**MS - 65**

**Management Programme(MP)/  
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT  
for  
January 2026 and July 2026 Sessions**

**(Last date of submission for January 2026 session is 30<sup>th</sup> April, 2026  
and for July 2026 sessions is 31<sup>st</sup> October, 2026)**

**MS - 65: Marketing of Services**



**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>MS - 65</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing of Services</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 65/TMA/JAN/2026</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 January 2026 session is 30<sup>th</sup> April, 2026 and for July 2026 session is 31<sup>st</sup> October, 2026.**

1. Differentiate between core, facilitating and supporting services, giving suitable examples. Discuss the various stages in the development of a new service offering
2. What is the concept of Quasi Retailing? Identify at least three organizations where Quasi retailing is a must, also enumerate the advantages of Quasi Retailing for these organizations.
3. Define Promotion. What should be a 'Good Promotion Blend', for marketing banking services?
4. What do you understand by 'Positioning'? What are the positioning alternatives for ad agencies? Explain with the help of examples.
5. Write short notes on following
  - a. The Marketing Mix
  - b. Yield Management
  - c. Characteristics of Services