ASSIGNMENT

Course Code	**:**	**MMPM-005**
Course Title	**:**	**Marketing of Services**
Assignment Code	**:**	**MMPM-005/TMA/ JULY/2026**
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 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. Discuss the conceptual framework for services marketing with reference to the characteristics and marketing implications of services.

2. Discuss the different levels of service product and analyse how a service organisation can use augmented service offerings to create differentiation and customer value in a competitive market.

3. Discuss the role of people in service marketing and explain how internal marketing and people management strategies can improve service quality and customer satisfaction in a service firm.

4. Discuss the Gronroos Model and analyse its usefulness in evaluating customer perceptions of service quality in any service organization of your choice.

5. Write a short note on the following:
   a. Service Marketing Triangle
   b. SERVQUAL Model
   c. Integrated Service Marketing Communication
   d. Managing Demand and Capacity in Services
   e. Facilitating Services and Supporting Services.

1. Discuss the conceptual framework for services marketing with reference to the characteristics and marketing implications of services.

Answer

Services marketing deals with activities, benefits and performances offered to customers rather than only with physical objects. A service may be the main product, as in banking, insurance, education or healthcare, or it may be an important part of a total offering, as in installation, maintenance and customer support. The conceptual framework of services marketing begins with the idea that services have some distinctive features that make the marketing task different from marketing a standard manufactured product. The marketer has to manage not only what is offered, but also how it is delivered, who delivers it and what the customer experiences during the process.

Nature of the service offering

A service can be viewed as a bundle of benefits created through a process. The customer often participates in that process, and the final evaluation depends on both the result and the experience of receiving it. For this reason, services marketing places strong emphasis on customer expectations, service encounters, employees, physical evidence, process design, quality management and relationship building. The traditional four elements of marketing - product, price, place and promotion - remain important, but services usually require three additional elements: people, physical evidence and process. Together, these seven elements provide a practical framework for planning and controlling the service experience.

Characteristics of services and their marketing implications

1. **Intangibility:** A service cannot normally be seen, touched, stored or tested in the same way as a physical product before purchase. A customer buying a medical consultation, hotel stay or insurance policy therefore faces uncertainty about what will actually be received. This makes trust and perceived risk important. The marketing implication is that the organisation must make the service more tangible through visible evidence such as the premises, website, staff appearance, equipment, documents, customer reviews, guarantees and a strong brand. Communication should explain the benefit clearly and avoid vague promises.