

ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Business Administration)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF A DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Marketing of Services (8434) Semester: Spring, 2026

Level: BBA

Please read the following instructions for writing your assignments.

(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

GUIDELINES FOR ASSIGNMENT No. 1 & 2

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think;
- How well you can reflect on your knowledge and experience;
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management;
- How professional you are, and how much care and attention you give to what you do.

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. You must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 1

Total Marks: 100

Pass Marks: 50

- Q1. What is Customer Relationship Management (CRM)? How does it help service businesses retain customers? **(20)**
- Q. 2 Explain the concept of Service Quality using the SERVQUAL model. Analyze how service gaps occur and suggest strategies for service firms to minimize these gaps. **(20)**
- Q. 3 Explain Service Quality and describe the factors that influence customers' perceptions of service quality. **(20)**
- Q. 4 Choose a service company you are familiar with and show how each of the eight elements (8Ps) of integrated service management applies to the company. **(20)**
- Q. 5 With the help of suitable examples, describe the various stages of the Service Delivery Process (Service Blueprinting). How can service blueprints help organizations improve efficiency and customer satisfaction? **(20)**

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to upload a term paper. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you.

Include the following main headings in your report: -

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) SWOT analysis of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185, then you will select topic No.5 (the last digit):-

List of Topics:

1. AI in Service Marketing
2. Customer Experience Management
3. Service Recovery and Customer Loyalty
4. Digital Transformation in Service Industries
5. Online Reviews and Consumer Behavior
6. CRM and Customer Retention
7. Personalization in Service Marketing
8. The Future of Service Marketing in the Age of AI
9. Services Marketing for Entrepreneurs

MARKETING OF SERVICES (BBA-8434)

UNIT-1: INTRODUCTION TO SERVICES

- 1.1 Concept of services
- 1.2 Characteristics of services vs products
- 1.3 Rationale of studying marketing of services
- 1.4 Impact of technology on services
- 1.5 Services marketing mix

UNIT-2: CONSUMER BEHAVIOUR IN SERVICES

- 2.1 Categories of consumer products (search qualities, experience qualities and credence qualities)
- 2.2 Consumer decision making processes
- 2.3 Service quality gaps
- 2.4 Role of culture in services

UNIT-3: CUSTOMER EXPECTATIONS OF SERVICES

- 3.1 Meaning and types of service expectations
- 3.2 Factors influencing customer expectations on services
- 3.3 Model of customer service expectations
- 3.4 Issues involved in customer service expectations

UNIT-4: CUSTOMER SATISFACTION

- 4.1 Concept of customer satisfaction and service quality
- 4.2 Determinants of customer satisfaction
- 4.3 Outcomes of customer satisfaction
- 4.4 Service quality dimensions
- 4.5 Foundations for satisfaction and service quality
 - 4.5.1 Service encounters or moments of truth
 - 4.5.2 Importance of encounters
 - 4.5.3 Types of encounters
 - 4.5.4 Sources of pleasure and displeasure in service encounters
 - 4.5.5 Satisfaction with technology-based service encounters
- 4.6 Strategies for influencing customer perceptions

UNIT-5: BUILDING CUSTOMER RELATIONSHIPS

- 5.1 Concept of relationship marketing
- 5.2 Goals of relationship marketing
- 5.3 Benefits of long-term relationship to customers and firms
- 5.4 Relationship value of customers
 - 5.4.1 Quality in core service
 - 5.4.2 Market segmentation and targeting
 - 5.4.3 Process for market segmentation and targeting in services
- 5.5 Customer profitability segments
- 5.6 Expanded customer pyramid

5.7 Levels of relationship strategies

UNIT-6: SERVICE RECOVERY

- 6.1 Concept of service recovery
- 6.2 Importance of service recovery
- 6.3 Service recovery paradox
- 6.4 Customer complaint
- 6.5 Types of customer complaint actions
- 6.7 Service recovery strategies
 - 6.7.1 Fail-safe service
 - 6.7.2 Welcome and encourage complaints
 - 6.7.3 Act quickly
 - 6.7.4 Treat your customers fairly
 - 6.7.5 Learn from recovery experiences
 - 6.7.6 Learn from lost customers
- 6.8 Concept of service guarantees
- 6.9 Benefits of service guarantees
- 6.10 Types of service guarantees
- 6.11 Right time to use guarantee

UNIT-7: DELIVERING AND PERFORMING SERVICE

- 7.1 Importance of service employee in creating customer satisfaction and service quality
- 7.2 Challenges inherent in boundary-spanning roles
- 7.3 Importance of customers in successful service delivery
- 7.4 Roles of customers in service delivery
- 7.5 Strategies for enhancing customer participation
- 7.6 Concept of service intermediaries
- 7.7 Common issues involving intermediaries
- 7.8 Key intermediaries for service delivery (franchising, brokers, agents)
- 7.9 Concept of electronic channels and its challenges in services industry
- 7.10 Strategies for effective service delivery through intermediaries

UNIT-8: INTEGRATED SERVICES MARKETING COMMUNICATIONS

- 8.1 Concept of integrated services marketing communications
- 8.2 Reasons for service communication problems
- 8.3 Strategies to match service promises with service delivery
- 8.4 Concept of customer expectations
- 8.5 Managing internal marketing communication

UNIT-9: PRICING OF SERVICES & INTEGRATED GAPS MODEL OF SERVICE QUALITY

- 1.1 Approaches to pricing services
- 1.2 Concept of value to customers
- 1.3 Role of price as an indicator of service quality

- 1.4 Ways of pricing services
- 1.5 Strategies used by companies to price services
- 1.6 Integrated gaps model of service quality
 - 1.6.1 Service quality gaps
 - 1.6.2 Factors influencing service quality gaps
 - 1.6.3 Applicability of service quality gaps to Tanzanian Business Environment

Recommended Books:

Zeithaml, M. (2010). *Services Marketing, Integrating Customer Focus Across the Firm*. USA: McGraw Hill.

Christopher, H. (2009). *Services Marketing*. UK: Prentice Hall.

Jha, S. (2008). *Services Marketing*. USA: McGraw Hill.

