

SERVICE MARKETING



PRAKASH PUBLICATIONS
CHANGANACHERRY - 686 101

ISBN - 9789534161066



SERVICE MARKETING

CBCS B.Com Programme
Optional Core II
Semester IV

SERVICE MARKETING

CHANDANRAJ S M



C.B.C.S. B.Com Marketing Programme

Optional Core II

SERVICE MARKETING

(Semester IV)

MAHATMA GANDHI UNIVERSITY

**CHANDANRAJ S.M, M.Com, MBA, MHRM, NET
(Research Scholar)**

Assistant Professor, PG Department of Commerce
Siena College of Professional Studies, Edakochi

**PRAKASH PUBLICATIONS
CHANGANACHERRY**

Mobile: 9745992467, 9446275321

SERVICE MARKETING

CBCS B.COM MARKETING PROGRAMME, SEMESTER – IV

CHANDANRAJ S M, M.Com, MBA, MHRM, NET (Research Scholar)

@ Copyright 2019 : All Rights reserved by the Author

Published by

Prakash Publications

Changanacherry

Phone: 0481 - 2424514

Mobile: 9745992467, 9446275321

Type setting

Pullukadan DTP Centre

Printed at

Prakash Printing Express

Sivakasi

First Edition: December 2019

Price : ₹ 125

PREFACE

I have great pleasure to present before you the book '**Service Marketing**'. The book is meant for the Fourth Semester CBCS B.Com Degree Programme Mahatma Gandhi University, Kottayam, Kerala.

The Special features of the book are:

- ❖ Simple language
- ❖ Module wise questions in the University examination pattern
- ❖ Student Friendly
- ❖ Model Question Paper

I take this opportunity to express my sincere gratitude to the Principal **Dr. Jose P. Abraham** M.Sc., M.Phil, Ph.D, Siena College of Professional Studies, Edakochi for giving me continuous inspiration and support.

I am thankful to **Mrs. K.J. Philominal**, M.Com., M.Phil., PGDTM, Vice Principal & HOD, PG Department of Commerce, Siena College of Professional Studies, Edakochi for her valuable suggestions and encouragement.

I would like to thank **Mrs. Rashmin M.G.**, M.Com, NET, **Mrs. Sherlina Cyril**, M.Com, MBA, B.Ed. for their valuable suggestions for the improvement of book.

I also take this opportunity to express my sincere gratitude to my parents, teachers, colleagues, friends and students for their support and criticism. So that future editions may prove more useful.

I express my sincere thanks to the publisher, Sri. P.J. Joseph, the Proprietor, Prakash Publications, Changanacherry, for his constant inspiration in bringing out this book.

Suggestions and critical comments for improving the book are always welcome.

Ernakulam
05-12-2019

Chandanraj S.M.

Optional Core II: SERVICE MARKETING

Credit -4

Instructional Hours: 90

Objective: To develop insights into emerging trends in the service sector and tackle issues involved in the management of services.

Module - I

Concept of Service – Meaning – Definition - Components and Tangibility
-Growth of Service Sector- Challenges and Strategies-Classification of
Services- Marketing Triangle-Marketing of Services. **(16 Hours)**

Module - II

Marketing Mix in Service Marketing-7 Ps- Product Decision- Pricing
Strategies-Promotion of Services- Placing or Distribution of Services -
Additional Dimensions – People-Physical Evidences-Process. **(20 Hours)**

Module - III

Consumer Behaviour in Services- Behavioural Profile of Consumers-
Customer Satisfaction and Expectation Gap Analysis-Quality
Perceptions in Service- Measurement of Service Quality-SERVQUAL
Dimensions-Service Recovery and Problem Solving-Employees Role in
Service Marketing-Role of Technology. **(20 Hours)**

Module - IV

Service Market Segmentation - Bases – Positioning-Differentiation and
Retention Strategies Applicable to Service Marketing- Relationship
Marketing. **(16 Hours)**

Module – V

Marketing of Services with Reference to Tourism - Financial Services
and Health-Trends in Service Marketing. **(18 Hours)**

CONTENTS

Module		Page No.
1	Introduction to Service Marketing	7-36
2	Services Marketing Mix	37-88
3	Service Quality	89-140
4	Services Market Segmentation	141-160
5	Marketing of Services	161-197