

# SERVICES MANAGEMENT



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## Short Description

**BANGALORE UNIVERSITY SERVICES MANAGEMENT**

## Description

**SERVICES MANAGEMENT SOLVED PAPERS AND GUESS**

**Product Details: SERVICES MANAGEMENT**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other BANGALORE UNIVERSITY book solutions now mehta solutions brings top solutions for **BANGALORE UNIVERSITY SERVICES MANAGEMENT REPORT book** contains previous year solved papers plus faculty important questions and answers specially for BANGALORE UNIVERSITY .questions and answers are specially design specially for **BANGALORE UNIVERSITY** students .

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### **4.5 SERVICES MANAGEMENT**

#### **OBJECTIVE**

The objective is to familiarize the students with different services and prepare them with

requisite skills to  
manage services.

#### Unit 1: INTRODUCTION TO SERVICES MANAGEMENT 08 Hrs

Meaning of Services – Concepts - Characteristics of Services – Classification of Services  
– Growth of  
Service Sector.

#### Unit 2: SERVICES MARKETING

Meaning – Differences between Products and Services – Importance of Services  
Marketing – Marketing

Mix for Services – 7 P's (in detail) Managing Demand and Supply in Service Industry.  
Service Delivery

Process: Role of Customer in Service delivery process- Quality issues in Services – GAP  
Model, Managing  
moments of Truth

#### Unit 3: TOURISM AND HOSPITALITY SERVICES

Introduction – Evolution of Tourism Industry – Concept and Nature of Tourism –  
Significance of Tourism

Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in  
Tourism.

Hospitality Services: Types of Hotels –Types of Accommodation – Departments in  
Hotels – Customer care  
in Hospitality Industry.

#### Unit 3: BANKING AND INSURANCE SERVICES

Banking - Introduction – Traditional Services – Modern Services – Recent Trends in  
Banking Services.

Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance –  
Life Insurance –

Products of Life Insurance – General Insurance – Types of General Insurance – Insurance  
Agents and other  
Intermediaries .

#### Unit 5: HEALTHCARE AND INFORMATION TECHNOLOGY ENABLED SERVICES (ITES)

Hospitals – Evolution of Hospital Industry – Nature of Service – Risk involved in  
Healthcare Services –

marketing of medical services – Hospital extension services – Pharmacy, nursing –  
Medical Transcription.

ITES: Introduction – Growth, Types, Job opportunities in ITES.

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