

# Services Marketing



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## Short Description

**Services Marketing SOLVED PAPERS AND GUESS**

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**Services Marketing SOLVED PAPERS AND GUESS**

**Product Details: Bharathiar University Services Marketing SOLVED PAPERS AND GUESS**

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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

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## **SERVICES MARKETING**

### **Unit-I**

Services Marketing – Meaning – Nature of Services – Types and Importance – Relationship Marketing – Mission, Strategy, Elements of Design, Marketing Plan Market Segmentation.

## **Unit-II**

**Marketing Mix Decisions:** Unique Features of Developing, Pricing, Promoting and Distributing Services – Positioning and Differentiations Strategies, Quality of Service Industries – Achievement and Maintenance, Customer Support Service.

## **Unit-III**

**Marketing of Hospitality:** Perspectives of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and Goods Transport – Leisure Services.

## **Unit-IV**

**Marketing of Financial Services:** Concept – Features of Banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and Financial Intermediary Services.

## **Unit-V**

**Marketing of Non-Profit Organizations:** Services Offered by Charities – Educational Service – Miscellaneous Services – Power and Telecommunication.

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