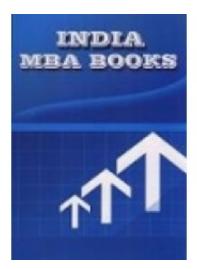
Services Marketing



Brand: Mehta Solutions

Product Code: 20IMG23GM3

Weight: 0.00kg

Price: Rs600

Short Description
Services Marketing Rohtak UNIVERSITY

Description

Services

Marketing SOLVED PAPERS AND GUESS

Product Details: Rohtak UNIVERSITY Services Marketing

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 **Rohtak UNIVERSITY** book solutions now mehta solutions brings top solutions for **Rohtak UNIVERSITY Services Marketing** REPORT book contains previous year solved papers plus faculty important questions and answers specially for **Rohtak UNIVERSITY** .questions and answers are specially design specially for **Rohtak UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

Case studies solved New addition fully solved last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

Services Marketing

UNIT I

UNIT1

INFORMATION OF SPRICES: Service and Technology, Goods versus Services, Service Marketing Mix, Gap model of Services, important service industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and Challenges industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and Challenges industries-Hospitality and Tourism, Transportation, Telecom, Banking and Tourism, Transportation, Telecom, Banking and Tourism, Transportation, Telecom, Telecom, Banking and Tourism, Transportation, Telecom, Teleco

UNIT II
Focus on the Customer: Consumer Behaviour in Services, Customer Expectation of Services, and Customer perception of services. Elements in an effective services marketing research programme, Building custom

Focus on the Customer: Consumer Behaviour in Services, Customer Expectation of Services, and Customer prelationship, Relationship development strategies, Reasons of Service failure, Service recovery and strategies

Aligning Service design and standards: Challenges of Services Innovation and design, new service development process Service Blueprinting, Customer-defined service standards and its types, Physical evidence and types of servicescape, Strategic roles of servicescap

Delivering and performing services: Employees role in service delivery, Customers role in service delivery, Delivering services through intermediaries and electronic channels, Strategies for matching capacity and demand, Key service communication challenges, Approaches to pricing services, Financial are Economic Impact of services.