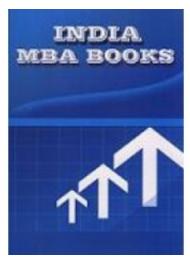
# SERVICES MARKETING



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Consumer Behaviour in Services: Search-Experience and Credence property, Customer Expectation of Services, Factors influencing customer expectation of services, Customer perception of services- Factors that influence customer perception of service, Service encounters Customer Satisfaction.

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Service Quality-The dimensions of quality-GAP model of service quality-Measuring service quality using SERVQUAL- SERVPERF, Strategies for services marketing. Strategies for Dealing with Intangibility, Inseparability and Perish Ability.

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