

P.B.SIDDHARTHA COLLEGE OF ARTS & SCIENCE :: VIJAYAWADA-10..
(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)

Service Marketing

Semester:	VI	Credits :	4
Offered to	B.Com(General)	Course Code	COMSET05
Course Type	Core (Theory)	Year of Introduction	2022-23
Year of Revision:		Percentage of Revision:	
Hours Taught	75 hrs. Per Semester		
Course Prerequisites (if any):			

CO1: students are able to understand services marketing and its classification, need and importance. (PO1) (PSO1)

CO2: students will be able to understand consumer behavior in services marketing, conflict handling and customer responses in services. (PO2) (PSO1)

CO3: students will acquire knowledge on customer relationship marketing and services market segmentation strategies. (PO1) (PSO1)

CO4: students will get the capacity on customer defined service standards and theories of pattern demand (PO1) (PSO1)

CO5: students will have command on service development and quality improvement and service failures and recovery. (PO6) (PSO1)

Unit 1: Introduction: Nature and Scope of services

Introduction: Nature and Scope of services characteristics of services, classification of services – need for service marketing - reasons for the growth of services sector, Overview of marketing Different Service Sectors -Marketing of Banking Services -Marketing in Insurance Sector - Marketing of Education Services.

Unit-2: Consumer Behavior in Services Marketing

Customer Expectations on Services- Factors influencing customer expectation of services. - Service Costs experienced by Consumer, the Role of customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight

Unit-3: Customer Relationship marketing and Services Market Segmentation.

Customer Relationship marketing: Meaning -Importance of customer & customer's role in service delivery, Benefits of customer relationship, retention strategies. Services Market Segmentation: - Market segmentation -Basis & Need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing.

UNIT 4: Customer Defined Service Standards.

Customer Defined Service Standards - Hard and Soft, Concept of Service Leadership and Service Vision -Meeting Customer Defined Service Standards -Service Flexibility Versus Standards - Strategies to Match Capacity and Demand - managing Demand and Supply of Service –applications of Waiting Line and Queuing Theories to Understand Pattern Demand.

Unit 5: Service Development and Quality Improvement.

Service Development – need, importance and Types of New Services - stages in development of new services, service Quality Dimensions - Service Quality Measurement and Service Mapping, Improving Service Quality and Service Delivery, Service Failure and Recovery.

Text Books:

1) Dr. K. Karunakaran, Service Marketing (Text and Cases in Indian Context), Himalaya Publications.

References

1. John E.G. Bateson, K.Douglas Hoffman: Services Marketing, Cengage Learning, 4e, 2015 publication
2. Vinnie Jauhari, Kirti Dutta: Services Marketing: Operations and Management, Oxford University Press, 2014.
3. Valarie A. Zeithaml and Mary Jo-Bitner: Services Marketing – Integrating Customer Focus Across The Firm, Tata McGraw Hill Publishing Company Ltd., 6e, 2013.
4. Nimit Chowdhary, Monika Chowdhary, Textbook of Marketing Of Services: The Indian Experience, Macmillan, 2013.
5. K. Rama Mohana Rao, Services Marketing, Pearson, 2e, 2011.

Weblinks:**Suggested Co-Curricular Activities**

1. Seminars/Conference/ Workshops on emerging trends in service marketing
2. Real time work experience with service marketing providers
3. Arrange for Interaction with Area Specific Experts.

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Service Marketing COMSET05

Time: 3Hrs

Max Marls: 75

Section –A

Answer any Five of the following

5X5=25M

1. Scope of Services (CO1)
2. Discuss the growth of services sector in India (CO1)
3. Briefly explain customer expectations on services(CO2)
4. Concept of customer delight (CO2)
5. Why customer relationship is important? (CO3)
6. Service flexibility Vs. Standards (CO4)
7. Need for service Development (CO5)
8. Reasons for services failure (CO5)

Section –B

Answer the following

5X10=50M

9. a) Define Services Marketing. Explain the classification of services. (CO1)
Or
b) What is services marketing? Discuss different service sectors. (CO1)
10. a) what are the factors that influence customer expectation of services? (CO2)
Or
b) What is role played by the customer in services delivery? (CO2)
11. a). Define the concept of market segmentation. Discuss need and basis for segmentation services. (CO3)
Or
b) What are the segmentation strategies in services marketing? (CO3)
12. a) Define the concept of services standards and service flexibility. Differentiate service flexibility and service standards. (CO4)
Or
b) Explain the Queuing theories to understand pattern demand. (CO4)
13. a) Built the stages to develop a new services (CO5)
Or
b) Discuss the service quality dimensions (CO5)
