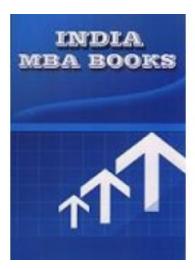
SERVICES MARKETING



Brand: Mehta Solutions **Product Code:** TU037

Weight: 0.00kg

Price: Rs500

Short Description
TELANGANA UNIVERSITY SERVICES MARKETING

Description

SERVICES MARKETING SOLVED PAPERS AND GUESS

Product Details: TELANGANA 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 **TELANGANA UNIVERSITY** book solutions now mehta solutions brings top solutions for **TELANGANA UNIVERSITY SERVICES MARKETING** contains previous year solved papers plus faculty important questions and answers specially for **TELANGANA UNIVERSITY** .questions and answers are specially design specially for **TELANGANA 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

Marketing of Services: Introduction - The Concept of Service-Nature - Characteristics of Services - Classification of Services-Nature-Service Economy.

UNIT-II

Marketing Mix in Services Marketing: The seven Ps - Product Decisions, Pricing Strategies and Tactics, Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process.

UNIT-III

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.

UNIT-IV

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.

UNIT-V

MARKETING OF SERVICES WITH SPECIAL REFERENCE TO

- (a) Financial Services
- (b) Health Services
- (c) Hospitality Services (Travel, Hotels and Tourism.)
- (e) Insurance Services
- (f) Communication and IT Services
- (g) Educational Services

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product: largest selling