

Services Marketing



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Description

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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.

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