

Services Marketing



Brand: Mehta Solutions
Product Code: MBANC25
Weight: 0.00kg

Price: Rs500

Short Description

Services Marketing SOLVED PAPERS AND GUESS

Description

Services Marketing SOLVED PAPERS AND GUESS

Product Details: PERIYAR university Services Marketing SOLVED PAPERS AND GUESS

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 **PERIYAR university** book solutions now mehta solutions brings top solutions for **PERIYAR university Services Marketing BOOK** contains previous year solved papers plus faculty important questions and answers specially for **PERIYAR university** .questions and answers are specially design specially for **PERIYAR 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

Unit I:

Services: Definition – Product Vs services – Special characteristics – Classification of services – Reasons for the growth of services sector – Services marketing triangle: Internal Marketing – External Marketing – Interactive marketing – Role of Technology in services marketing.

Unit II:

Services quality – Definition of quality – Developing service quality – Quality standards – Bench marking – PZB model of SERVQUAL: Quality Gaps – Gaps closing strategies.

Unit III:

Services Marketing Mix Elements: 7s Ps - Service products – Service life cycle strategies – New service development – Service differentiation strategies – Positioning strategies – Pricing for services: Objectives of pricing – Price terminologies – Pricing strategies.

Unit IV:

Service distribution difficulties and strategies - Promoting the services – Promotional mix – Media choice and selection – People and services – The role of employees in services marketing – Process strategies: Service Blue Print –Physical evidence strategies.

Unit V:

Services Marketing – 7 Ps: Banks – Insurance – Transport – Telecommunication – Hospitals – Hotels – Tourism Industry – Consultancy – Legal services – BPO & KPOP - Advertising agencies – IT Enabled services –Personal services.

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling