

B. COM
SEMESTER V
BUSINESS MANAGEMENT
MAJOR 1
(SERVICES MARKETING - I)
(100 Marks -75 Lectures)

Objective: To familiarise students to basic concepts in Services Marketing and develop knowledge and understanding of key services in the service sector.

Unit I : Introduction to Services (20 Marks – 16 Lectures)

Services – Meaning. Factors responsible for growth of service sector.
Difference between goods and services.
Features of services & its marketing implications.
Importance of service sector in India.

Unit II : Marketing Mix for Service (30 Marks – 22 Lectures)

Product Mix – Service product-meaning- levels of service product
Price Mix – Meaning. Special issues of pricing in a service sector

Place Mix – Meaning. Major issues a) the choice of location – Meaning, factors affecting b) Choice of channels

Promotion Mix – Meaning. Guidelines for managing service promotion mix

People Mix – Meaning. Types of service personnel a) Customer contact employees b) Support personnel

Service Triangle – Meaning.

Process Mix – Meaning. Types of service processes. Service Blueprint – Meaning and use.

Physical Evidence/Servicescape – Meaning and components – a) Physical facilities b) Physical Setting c) Social Setting. Role of Physical Evidence

Unit III : Customer Satisfaction and Service Delivery (30 Marks – 22 Lectures)

Customer Expectation – Meaning, types. The Zone of Tolerance – Meaning. Customer satisfaction – Meaning, states of satisfaction. Factors determining customer

satisfaction. Service Quality – Meaning, components of Service Quality. Service Quality Dimensions . Gap model of service quality – 5 gaps and strategies for each gap.

Service Encounters – Meaning and importance. Types of Encounters.

Unit IV : Customer Retention (20 Marks – 15 Lectures)

Customer Retention – Meaning. Managing the Customer Value Package – Meaning & steps for developing and managing Customer Value Package. Customer Compatibility Management – Meaning & Stages. Customer Defection – Meaning. Defection Management – Meaning & Principles. Service Guarantee – meaning. Creating a Zero-Defection Culture. The unconditional guarantee – meaning only. Service Failure and Recovery – Meaning . Service Recovery Strategies.

Customer Relationship Management – Meaning and functions.

Books for Study and Reference:

1. Services Marketing - Valarie Zeithaml and Mary Jo Bitner McGraw Hill Edition, Tata Mc Graw Hill Publishing Co.
2. Services Marketing, Operation, Management, and Strategy – Kenneth E. Clow & David L. Kurtz Biz Tantra, 19-A, Ansari Rd, Darya Ganj N.Delhi – 110002.
3. Services Marketing – Concepts, Practices and Cases. Dr. S. Shajahan – Himalaya Publishing House, Mumbai
4. Services Marketing – Helen Woodruffe, MacMilan India Ltd., Delhi 2110, Arvind Rd., Darya Ganj N.Delhi – 110002.
5. Services Marketing The Indian Perspective – Ravi Shankar Excel Books 2/8, Ansari Rd, Darya Ganj N.Delhi – 110002.
6. Services Marketing – Vasanti Venugopal and V.N. Raghu Himalaya Publishing House, Mumbai
7. Services Marketing – Dr. K. Ramchandra, B. Chandrashekhara and S. Shivakumar Himalaya Publishing House, Mumbai
8. Services Marketing - Roland Rust, Anthony Zahorik and Timothy Keiningham, Eastern Press Bangalore Pvt Ltd.
9. Information technology – Alexis and Mathews Leon, Leon Vikas, Chennai. PHI.