

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

Unit I Tourism and Hospitality Services (30 Marks – 22 Lectures)

Tourism Services – Tourism product – Meaning & components. Demand factors for tourism product. Role of tour operators & travel agents. Emerging trends in tourism – eco tourism, adventure tourism, health tourism.

Hospitality Services – Hospitality product – Meaning & components. Major decisions in marketing of hotels.

Transport Services – Meaning & features of Airline product - Marketing Mix for airlines.

Indian Railways – Brief profile. Pricing considerations for Indian Railways.

Unit II : Banking Services (25 Marks – 19 Lectures)

Bank Marketing - Meaning. Bank services – Types of bank products available in the Indian context –Saving account, current account. R.D., F.D., O.D., bill discounting, retail loans, bank credit, ATM cum debit cards, credit cards, mutual funds, SIP.

Unit III : Insurance Services (25 Marks – 19 Lectures)

Insurance services – Meaning and basic principles. Types of Insurance – Life Insurance – Meaning, procedure and settlement. Non-Life Insurance – Concept

of Marine, Fire, Motor and miscellaneous insurance – health/medical, cattle, crop, burglary.

Insurance Marketing in India – Need, landmark developments, emerging trends in insurance like cross selling, bancassurance – meaning, merits and demerits.

Unit IV : Emerging Trends in Services
Lectures)

(20 Marks – 15

Green Marketing: Meaning – Green marketing practices in service sector. Health Care Services - concept and providers. Media Services - concept and buyers. BPOs and KPOs – meaning, merits and demerits. Courier Services – concept, players, SWOT analysis. Web marketing, Mobile

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.