

# CONTENTS

## Section A

### 1. Services : The Concept

Classification of Services  
Goods and Services :A Comparative Analysis  
Nature and Characteristics of Services  
“7-S Framework”  
Marketing: The Concept  
Services Marketing  
Reasons For Growth Of Services  
Role of Services In Economy  
Growth and Importance of the Service Sector.

### 2. Marketing Mix for Services

Product  
Product Mix  
Price  
Place  
Types of distribution  
Channel Management Issues  
Promotion  
People  
Recruitment  
Physical Evidence  
Process  
Segmentation, Targeting and Positioning  
Positioning the service.

### 3. Services Development and Service Quality

The Components of A Service  
The Product Life-Cycle  
The Intangible Nature of Services  
Strategies of Service Products  
Problem With The Product Lifecycle  
Service Product Development  
Generation of Ideas  
Screening

Testing The Concept  
Business Analysis/Evaluation  
Practical Development  
Market Testing  
Launch  
Services Packaging And Delivery  
Location Decision  
Using Channels/Intermediaries  
New Service Development: Some Issues  
Defining Service Quality  
Developing and Maintaining Quality In Services  
Gaps in Service Quality  
Assessing Service Quality  
Setting Standards  
Techniques for Improving Service Quality  
Banchmaking  
Service Blueprinting/Process Analysis

#### **4. Service Consumer Behaviour**

Customer Needs and Expectations  
Decision Making Roles  
Factors Influencing Consumer Behaviour  
Service Decision Making Process  
Service Purchase and Consumption  
Post Purchase Evaluation  
Purchase Process for Services  
The Role of Culture in Services  
Values and Attitudes Differ Across Cultures  
Manners and Customs  
Material Culture  
Aesthetics  
Educational And Social Institutions  
The Customer Is N't Always Right.

#### **5. Service Guarantees and Strategy**

##### **Service Guarantees**

Benefits of Service Guarantees  
Types of Services Guarantees  
Deigning A Guarantee/ Characteristics of Effective Guarantee  
When To use (or Not Use) A Guarantee  
Triangle of Service

Service Strategy  
Selection and Training  
Empowerment  
Challenges in Service Marketing

## **6. Service Failure and Recovery**

Steps In Service Design  
Blueprinting  
Service Mapping  
Services Failure  
The Impact of Service Failure and Recovery  
Types of Customer Actions  
Types of Complainers  
Why Do People Complain ?  
Major Causes of Unfulfilled Expectations  
When They Complain, What Do Customers Expect  
Customers Expect Fair Treatment  
Guidelines For The Effective Service Recovery System  
Benefits of Effective Complaint Handling  
Effective Complaints Handling Process  
Cause Behind Service Switching  
Solving Problems and Preventing Their Recurrence

## **7. Interactive and Relationship Marketing**

Interactive Marketing: Moments of Truth  
Management of moments of truth  
The Service Interaction Process  
Relationship Marketing  
Developing Relationships  
Internal Marketing  
Role of Communication in Service Marketing  
Communication Mix

## **8. Managing Demand and Supply**

Strategies for Matching Supply And Demand  
Yield management  
Queueing  
Queueing: A Behavioural Perspective  
Queueing: A Quantitative Perspective

## **9. The Service Encounter**

Types of encounters  
Framework for Analyzing Service Encounters  
Service encounter as theatre

Script;  
The critical incident technique  
Applications of the Critical Incident Techniques to the Service Encounter  
Typical service behaviours  
The importance of body language

## **10. Service Design**

The Customer Segment  
Design Elements  
Operating systems  
The Front and Back offices  
Service Blueprint  
A procedure for blueprinting a service

## **11. Information Management System and Services**

Services and Information  
Management Information System (MIS) in Service  
Services and Computers  
ATM

## **12. Quality Circles in Service Industry**

Structure of Quality Circle  
Processes in Quality Circles  
Functioning of QCs  
Quality Circles in Service Industry

## **13. Service Tax**

Constitutional & Legal provisions behind levy of Service Tax in India  
Formation and function of DGST  
Existing scheme for levy, assessment & collection of Service Tax in India  
Analysis of Service Tax Revenue  
Important Legal Issues and Court Decisions on Service Tax  
Electronic Tax Administration  
Future growth path for service tax in India  
Future Course of Action

## **14. Services - Consumer Protection Act**

Who is a consumer  
Complaint  
Service and Deficiency [Section 2(1)(o) and (g)]  
Rights Of Consumers

## **Section B**

## **15. Insurance Marketing**

- Policy Servicing
- Marketing Organization
- New Channels of Distribution in Insurance Sector
- Intermediary Channels
- Direct Channels
- Internet as Distribution Channel

## **16. Bank Marketing**

- Bank Marketing - The Concept
- Marketing Process in Banks
- Identification of Customers Needs
- Development of Banking Products
- Price Determination for Bank Products
- Setting Up Distribution Channels
- Promotion of The Product

## **17. Lease Marketing**

- Marketing Perspective of Leasing
- Financial Lease
- Operating Lease
- Sale and Lease Back
- Wet Lease
- Sales Aid Lease
- Process of Lease Marketing
- Analysing Marketing Opportunities and Threats
- Analyzing Internal Strengths and Weaknesses
- Researching and Selecting Target Market
- Designing Marketing Strategies
- Planning Marketing Programs

## **18. Tourism Marketing**

- Tourism
- Tourism Marketing
- Features of Tourism Marketing
- Market Segmentation
- Need for Market segmentation in Tourism
- Criteria for Market segmentation
- Advertising
- Direct Marketing
- Sale Promotion
- Personal Selling
- Public Relations

## **19. Airlines Marketing**

Marketing Mix

Product

Price

Place (Distributing the product)

Promotion

## **20. Hotel Marketing**

Types of Accommodation

Nature of Hotel marketing : Services as well as goods

Marketing Mix

Product

Price

Place

Inter Dependence: To reach potential tourist

Joint Promotion: For better growth

Promotion

## **21. Hospital Marketing**

Types of Hospital

Hospital Marketing

Marketing Department

Marketing Process

Marketing to Hospital Health Professionals

Marketing to Patients and Families in the Hospital

Marketing to the Community

Marketing Strategies

Marketing Strategies of few Big Branded Hospitals

## **22. Media Marketing**

Media

Types of Media

Mass Media Can Be Used For Various Purposes

Marketing Mix

Product

Price

Place

Promotion

Marketing Mix In Media

Tools For Media Marketing

## **23. Telecom Marketing**

Telecommunication  
Telecom Regulatory Authority of India (Trai)  
List of Telephone Operating Companies in India  
Concept of Telecom Marketing  
Cross-Function Interaction  
Strategic Alliance Partner  
Market Entering Strategies  
Market Segmentation-Geographical  
Market Positioning  
Promotional Mix

## **24. Marketing of Other Services**

**(Family Planning & Educational Marketing)**

Marketing of Family Planning Service  
Contraceptive Social Marketing  
Educational Services Marketing  
Classification of Educational Services  
Product Mix  
Promotion Mix  
Price Mix  
Place Mix

## **25. Transportation Marketing**

Introduction  
Different Modes of Transportation  
Traditional means  
Long distance transport  
Marketing Mix

**Section C**

**Case Studies**

**Subject Index**