

SYLLABUS PLAN (2021-22)

CLASS: BBA {Semester VI} (JANUARY to JUNE)

SUBJECT: MARKETING OF SERVICES (BBA 326)

TOTAL MARKS: 100
(External : 80 , Internal: 20)

UNIT I

Sr.no.	Topics	Teaching points	Specific objectives	Methods, approaches and techniques	Resources and links
Unit I	Introduction to service marketing. B) Understanding consumer behaviour and markets.	Meaning and nature of Services, Growth and importance of service sector, classification of services, Introduction to service marketing. Consumer purchase process, Consumer behaviour in service encounter, Customer expectations and perceptions, Market Segmentation and positioning of services	The objective of the paper is to acquaint the students with the Service marketing concept.	Group discussions and lecture method	Service marketing by Meenu Goyal, Jai Parkash, Satinder Kumar.

Question Bank:

LONG QUESTIONS:

1. Discuss the meaning and importance of services in the development of a country?
2. Enumerate the factors responsible for the growth of service sector.
3. Discuss the major sectors of service industry.
4. Discuss the meaning and type of service marketing?

UNIT II

Sr.no.	Topics	Teaching points	Specific objectives	Methods, approaches and techniques	Resources and links
Unit II	<p>A) Services Design and Development.</p> <p>B) Service Blue Printing, Pricing of Services.</p> <p>C) Services Distribution Management</p> <p>D) Implementing service marketing</p>	<p>Creating new services, Identifying and classifying Services.</p> <p>Objectives and foundation for setting prices, value based pricing.</p> <p>Distributing services, option for service delivery , place and time decision.</p> <p>Defining and measuring Service Quality, The GAP model, Customer feedback and service recovery, Managing relationships and building loyalty</p>	<p>The objective of the paper is to acquaint the students with the services design and development.</p>	<p>Group discussions and lecture method</p>	<p>Service marketing by Meenu Goyal, Jai Parkash, Satinder Kumar.</p>

Question Bank:

LONG QUESTIONS:

1. Explain key challenges involved in service process design.
2. Define service blue print. What are the objectives and benefits of service blue print for the customers and the organisation.
3. What do you understand by physical evidence ? How can physical evidence enhance customer satisfaction.
4. Which approach to pricing of services ; cost based, competition based or value based pricing is the most appropriate from customer point of view. Discuss.
5. Outline the various options of service delivery available for the customers.