

AS PER AP-CBCS SYLLABUS 2023-2024

COMPUTER APPLICATIONS(MAJOR/MINOR)

3RD YEAR – SEMESTER - V

SERVICE MARKETING

(Common to All Universities in AP)

UNIT I: INTRODUCTION

Nature and scope of services, characteristics of services, classification of services - Need for service marketing -Reasons for the growth of services sector. Marketing of Banking Services -Marketing in Insurance Sector - Marketing of Education Services.

UNIT – II: CONSUMER BEHAVIOR IN SERVICES MARKETING

Customer Expectations on Services- Factors influencing customer expectation of services. - Service costs experienced by Consumer, the Role of customer in Service Delivery, Conflict handling in Services, Customer Responses in Services, Concept of Customer Delight.

UNIT-III: SERVICES MARKET SEGMENTATION

Services Market Segmentation: - Market segmentation -Basis & Need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing.

UNIT-IV: CUSTOMER DEFINED SERVICE STANDARDS

Customer Defined Service Standards - Hard and Soft, Concept of Service Leadership and Service Vision -Meeting Customer Defined Service Standards -Service Flexibility Versus Standards - Strategies to Match Capacity and Demand - managing Demand and Supply of Service .

UNIT-V: SERVICE DEVELOPMENT & QUALITY IMPROVEMENT

Service Development - need, importance and Types of New Services - stages in development of new services, service Quality Dimensions - Service Quality Measurement and Service Mapping, Improving Service Quality and Service Delivery, Service Failure and Recovery.



IMPORTANT QUESTIONS

LEVEL - 1

UNIT-I: INTRODUCTION

- ❖ Define Service Marketing and explain its relevance in today's economy. 1
- ❖ Discuss the nature and scope of services in the context of service marketing. 3
- ❖ Explain the classification of services with suitable examples from various industries. 7
- ❖ Analyze the growing need for service marketing in the modern business environment. 10
- ❖ Discuss the major reasons for the rapid growth of the services sector in India and globally. 13
- ❖ Explain the role of marketing in the banking sector and how banks use services marketing techniques. 14
- ❖ Evaluate the challenges and strategies in marketing financial services, especially banking services. 17
- ❖ Discuss the importance and methods of marketing in the insurance sector. 19
- ❖ Examine the application of the service marketing mix (7 Ps) in promoting service-based organizations. 23
- ❖ Compare and contrast marketing approaches in banking, insurance, and education services. 25

UNIT-II: CONSUMER BEHAVIOR IN SERVICES MARKETING

- ❖ Define consumer behavior in the context of services marketing and explain its significance. 34

- ❖ Explain the various factors that influence customer expectations of services.38
- ❖ Analyze how service costs experienced by consumers affect their perception and satisfaction.41
- ❖ Describe the different types of service costs—monetary, time, effort, and psychological—from the consumer’s perspective.43
- ❖ Discuss how service organizations can handle conflicts that arise during service delivery.46
- ❖ Explain different types of customer responses to service experiences—both positive and negative.48
- ❖ Evaluate the importance of managing customer complaints effectively to improve service outcomes.50
- ❖ Define the concept of customer delight and analyze how it goes beyond customer satisfaction in service marketing.52

UNIT-III: SERVICES MARKET SEGMENTATION

- ❖ Define market segmentation and explain its relevance in services marketing.59
- ❖ Discuss the need for segmentation in the services sector with suitable examples.62
- ❖ Analyze the benefits of market segmentation for service providers.63
- ❖ Explain the various bases of segmentation used specifically in service marketing.65
- ❖ Compare and contrast demographic, geographic, psychographic, and behavioral segmentation in services.67
- ❖ Describe the process of segmenting a service market and selecting the right target segment.71

- ❖ Evaluate different segmentation strategies used in service marketing with real-life examples.75
- ❖ Analyze how segmentation contributes to better positioning and personalized service delivery.77

UNIT-IV: CUSTOMER DEFINED SERVICE STANDARDS

- ❖ Define customer-defined service standards and explain their role in service quality management.85
- ❖ Differentiate between hard and soft service standards with examples from service industries.87
- ❖ Discuss the importance of establishing customer-defined standards for consistent service delivery.88
- ❖ Explain the concept of service leadership and its impact on setting service standards.90
- ❖ Analyze the role of a service vision in guiding employees toward customer satisfaction.92
- ❖ Describe the steps involved in identifying and meeting customer-defined service standards.94
- ❖ Discuss strategies to match service capacity with fluctuating customer demand.98
- ❖ Explain the importance of managing demand and supply in service organizations and its challenges.100

UNIT-V: SERVICE DEVELOPMENT & QUALITY IMPROVEMENT

- ❖ Define service development and explain its need in the competitive service sector.110
- ❖ Discuss the importance of developing new services to meet changing customer demands.112
- ❖ Explain the different types of new services and provide suitable examples.114
- ❖ Describe the various stages involved in the development of new services.115

- ❖ Analyze the challenges faced during the service development process and how to overcome them. 118
- ❖ Discuss the dimensions of service quality and their significance in evaluating service performance..... 119
- ❖ Describe the concept of service mapping and its role in identifying service improvement areas. 124
- ❖ Evaluate the techniques used to improve service quality and service delivery. 125
- ❖ Explain the strategies used for effective service recovery after service failure. 129
- ❖ Analyze the role of continuous improvement in maintaining high service quality standards. 130

LEVEL – 2

- ❖ Describe the key characteristics of services and analyze how they influence marketing strategies. 5
- ❖ Describe how education has evolved as a service and the role of marketing in educational institutions. 21
- ❖ Discuss the nature of customer expectations in services and how they influence service experience. 36
- ❖ Examine the role of the customer in service delivery and how customer participation impacts service quality. 45
- ❖ Discuss how customer expectations influence the segmentation of service markets. 69
- ❖ Examine the challenges involved in segmenting service markets. 73
- ❖ Evaluate the balance between service flexibility and maintaining service standards. 96
- ❖ Analyze how organizations can redesign services or processes to meet both standards and customer expectations. 102

- ❖ Explain how service quality can be measured using qualitative and quantitative methods. 122
- ❖ Discuss the causes of service failure and how they impact customer satisfaction. 127



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