



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

**Accredited by NBA – AICTE and Accredited by NAAC – UGC
with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna
University, Chennai**

**DEPARTMENT OF MANAGEMENT STUDIES
COURSE NAME : 19BA403 SERVICE MARKETING**

II YEAR /IV SEMESTER

Unit 1 – SERVICE MARKETING

Topic 1: SM – Introduction to gap model



GROWTH OF SERVICE

- The contribution of services to GDP and employment is substantially high in, particularly, the developed economies.
- This sector is the **backbone of the Indian economy** and contributing around **54.3% of the Indian GDP**.



NATURE OF SERVICE

- A pure tangible good, like screw or lubricant, with no service accompanying the product.
- A tangible good with accompanying service, like CNC lathe
- A hybrid, where the offer consists of more or less equal parts of goods and services such as – restaurants which are patronized both for their food and service.





RECAP

QUESTIONS???

THANK YOU