

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

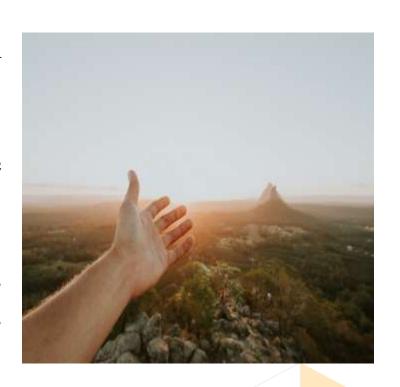
- The contribution of services to GDP and employment is substantially high in, particularly, the developed economies.
- This sector is the backbone of the Indian economy and contributing around 54.3% of the Indian GDP.





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

