



# **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 services**



# NATURE OF SERVICE

- A major service with accompanying minor goods and services. For example, airline passengers are provided with some food and drinks etc., during the air travel.
- A pure service, like consultancy.





# CHARACTERISTICS OF SERVICES

- Intangibility
- Perishability
- Inseparability
- Simultaneity
- Variability
- Ownership



# CHARACTERISTICS OF SERVICES

## Intangibility

- Services are intangible and therefore cannot be touched, handled, smelt or tasted (physical senses).
- This is because service itself is an activity. A service however, can be experienced.
- A service also gives a certain amount of satisfaction to the consumers.





**RECAP**

**QUESTIONS???**

**THANK YOU**