



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 – Market potential



CHARACTERISTICS OF SERVICES

Inseparability

- The service provider, the service itself and the service consumer are inseparable.
- Commodities once produced can be sold at a later point of time but in case of services it is not possible.
- Examples – In the cases of services of a doctor to his patient, teacher to his student, the simultaneous presence of both-the producer of the service and the consumer of the service at that point of time is absolutely necessary



CHARACTERISTICS OF SERVICES

Simultaneity:

- Services are generated and consumed during the same period of time.
- As soon as the service consumer has requested the service (delivery), the particular service must be generated from scratch without any delay.



CHARACTERISTICS OF SERVICES

Variability:

- Each service is unique. Services lack homogeneity. Example – a doctor treats two patients with similar ailments on the same day.
- The level of satisfaction in the minds of these patients after the treatment will never be the same.



RECAP

QUESTIONS???

THANK YOU