

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Commerce	
UG First Year Programme in Travel & Tourism	
Semester I	
Title of Paper	Credits 2
I) Service Marketing	2
From the Academic Year	2024-2025

Service Marketing

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	The "Service Marketing" course is designed to provide students with a deep understanding of marketing principles and practices specifically tailored to the service industry, with a focus on the travel and tourism sector. This course covers the unique characteristics of services, the importance of service quality, and strategies for creating and delivering exceptional customer experiences.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) • To introduce students to the key concepts and theories of service marketing. • To understand the differences between marketing products and services, and the implications for marketing strategy. • To explore the 7 Ps of service marketing: Product, Price, Place, Promotion, People, Process, and Physical Evidence. • To understand how to apply these elements to develop effective marketing strategies for service businesses. • To understand the determinants of service quality and its impact on customer satisfaction and loyalty.	
8	Course Outcomes: (List some of the course outcomes) Upon completion of this course, students should be able to: • Understand the nature and characteristics of services and their impact on marketing strategies. • Familiarize students with the theories and frameworks specific to services marketing. • Develop skills in managing and improving service quality and customer satisfaction. • Explore strategies for designing, promoting, and delivering effective services. • Enhance students' understanding of relationship marketing and customer loyalty in the services industry.	

DETAILED SYLLABUS	
Services Marketing	
1	Introduction to Services Marketing
	• Characteristics and unique features of services • Service marketing triangle: company, employees, and customers • Service as a process and customer co-creation of value • Challenges and opportunities in services marketing
2	Understanding Customer Expectations and Perceptions
	• Customer expectations and perception of service quality • Service encounter and moments of truth • Customer satisfaction and dissatisfaction • Customer loyalty and the service-profit chain
3	Managing Service Quality and Customer Satisfaction
	• Service quality dimensions and measurement • Service gaps model and service recovery strategies • Service guarantees and service level agreements • Customer feedback and continuous improvement
4	Relationship Marketing and Customer Loyalty
	• Building customer relationships in services • Customer lifetime value and customer retention strategies • Loyalty programs and customer relationship management (CRM) • Word-of-mouth marketing and customer referrals
	REFERENCE BOOKS
	1. "Services Marketing: Integrating Customer Focus Across the Firm" by Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler. 2. "Services Marketing: Concepts, Strategies & Cases" by K. Douglas Hoffman, John E. G. Bateson, and Lei Huang

PAPER PATTERN – 1 (30 MARKS)

Semester End Examination: 30 Marks

Time: 1.00 hr

QUESTION PAPER PATTERN

Attempt any 2 from Q1. –Q.3
Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	10
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN

Attempt any 3 out of 5 questions

Question No	Questions	Marks
Q 1	Practical/ Theory	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
Q 4	Practical/ Theory	10
Q 5	Practical/ Theory	10
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may subdivided into 5 marks each.

3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical / Online mode). (Short notes/ MCQ's / Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/ Seminar/ Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

**Sign of the BOS
Chairperson
Prof. Dr. Kishori
Bhagat
BOS in Commerce**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce
& Management**

**Sign of the
Offg. Associate Dean
Prof. Dr. Kishori
Bhagat
Faculty of Commerce
& Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**