BUSINESS MANAGEMENT
MAJOR 1
(SERVICES MARKETING II )
(100 Marks - 75 Lectures)

Unit I Tourism and Hospitality Services (30 Marks – 22 Lectures)
Hospitality Services – Hospitality product – Meaning & components. Major decisions in marketing of hotels.
Indian Railways – Brief profile. Pricing considerations for Indian Railways.

Unit II : Banking Services (25 Marks – 19 Lectures)
Bank Marketing - Meaning. Bank services – Types of bank products available in the Indian context – Saving account, current account. R.D., F.D., O.D., bill discounting, retail loans, bank credit, ATM cum debit cards, credit cards, mutual funds, SIP.

Unit III : Insurance Services (25 Marks – 19 Lectures)
Insurance Marketing in India – Need, landmark developments, emerging trends in insurance like cross selling, bancassurance – meaning, merits and demerits.

Unit IV : Emerging Trends in Services (20 Marks – 15 Lectures)
Green Marketing: Meaning – Green marketing practices in service sector. Health Care Services - concept and providers. Media Services - concept and buyers. BPOs and KPOs – meaning, merits and demerits. Courier Services – concept, players, SWOT analysis. Web marketing, Mobile
7. Services Marketing – Dr. K. Ramchandra, B. Chandrashekhara and S. Shivakumar Himalaya Publishing House, Mumbai
9. Information technology – Alexis and Mathews Leon, Leon Vikas, Chennai. PHI.