

NORTH MAHARASHTRA UNIVERSITY, JALGAON

FACULTY OF COMMERCE

SYLLABUS FOR F.Y.B.Com. (FROM JULY,1997)

MANAGEMENT OF SERVICE SECTOR

<u>Topic-1</u>	<u>No. of Lectures</u>
1. Structure of Economy Primary, Secondary and Service Sector	03
2. Origin of Service Sector	02
3. Nature of Service Sector	03
4. Characteristics of Service Sector	02
5. Service Sector and Economic Growth and development	03
 <u>Topic-2</u>	
1. Classification of Services - basis of classification- ownership - personal and collective service	02
2. Types of Service :- Essential and Non essential services Formal and informal Personal Services, non-personal services -Professional Services, Specialised Services, non-specialised services	10
3. Role of public sector units in service sector	03
Private sector units in service sector	03
Service sector and public utilities	03
Privatisation of public sector units in service sector	03
4. Demand for different services	04
Characteristics of demand	02
Stratified demand	
Peculiar feature of demand for specified sectors	
- Seasonality	02
- Price plasticity	03
Felt demand and potential demands	02
5. <u>Investment in service sector-</u>	
Choice of Forms of organisation	02
Private Sector Units	02
Public Sector Units	02

Investment decisions based on nature of service/ size of unit	4
Investment decisions based on estimation of demand	3
Investment decisions based on area of operation	2
6. Supply of services	
Nature of supply	3
Personal and Non personal	2
Specialised - Non specialised	2
Periodicity of supply	2
Specific expectation/requirements of customers	3
Gap between rise in demand and supply	2
7. Pricing Policies of Service Sector units	
Competition/monopoly and pricing	3
Social obligations and pricing	2
Subsidies and pricing	3
Price differentiation	2
Cost and pricing	4
Pricing and profitability	3

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Books Recommended:-

1) Managing services Marketing

J.E.G. Botson

2) Production and operations management

(Manufacturing and services)

Dilworth

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