

03-07-2020

2:- CHARACTERISTICS OF SERVICE:-

- Lack of ownership.
- Intangibility.
- Inseparability.
- Variability.
- Perishability.
- User participation.

* Classification of Service:-

• classification based on tangible care :-

- 1:- Service for people.
- 2:- Service for goods.

• classification based on intangible care :-

- 1:- Service directed ~~to~~ at people's mind.
- 2:- Service directed at intangible assets.