

Q.3 → What are the characteristics of services. Describe the classification of service.

Ans) Service:- Define the 'services' as "Activities, benefits and satisfactions that are the offered for sale or provided in connection with the sale of goods."

Characteristics of service

- ① Intangibility
- ② Inseparability
- ③ Individuality / Heterogeneity
variability
- ④ Inventory / Perishability
- ⑤ Ownership
- ⑥ Service is a performance
- ⑦ Simultaneity
- ⑧ Quality measurement
- ⑨ Nature of demand

Classification of service

