

Q.2 -> Difference between product and service. Explain the term product and service design

| Ang's basic of difference | Product   | Service  |
|---------------------------|---|--|
| ① Perishability           | Goods are unperishable, not easily perishable, and they can be stored for longer period | Services exist only for a short period at the time of their production.              |
| ② Inseparability          | Goods are separable, as they are first manufactured, supplied to the whole sale.        | The service provider and the consumer of the service are inseparable.                |
| ③ Relationship            | Marketing of a product hardly depend upon developing a close bond with the customer.    | Marketing of a service depend to a great extent upon a close bond with the customer. |
| ④ Returnability           | It is possible to return physical goods.  | Delivery of services is an irreversible process.                                     |

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Product design:- Product design is the process of selecting the goods or services for the purpose of offering them to the customers.

Characteristics of design

- ① Functionality
- ② Reliability
- ③ Productivity
- ④ Quality

Service design:- The service design denotes the method of providing service and package to the user. This process involves the participation of the consumer, leading to the creation and delivery of the product to customer.

Element of service design

- ① Location and layout of the service
- ② Service scope
- ③ Service process and job design
- ④ Technology and information support system