

Q.2
Ans Few points on the differences between product and services are:-

i) Products are tangible - They are physical in nature such that they can be touched, smelled, felt and even seen, services are intangible and they can only be felt or seen.

ii) If product is specifically designed to satisfy the needs and wants of the customers and can be carried away with service, satisfaction is obtained but nothing is carried away.

iii) Products are said to be perishable whereas on the other hand service cannot be stored for later use or sale since they can only be used during that particular time when they are offered.

iv) Products can be numerically quantified and they come in different forms, shapes and sizes. Services cannot be numerically quantified.

v) Product can be separated from owner once the purchase has been completed. Whereas, service cannot be separated from their providers since they are consumed at the same time they are offered.

vi) Quality of products can be compared to ~~services~~ since these are physical features that can be held. But services is difficult to compare the quality of service rendered by different service providers.

vii) It is easier to return product to the seller if the customer is not satisfied about it. A service cannot be returned to the service provider since it is something that is intangible.

Product design can include the standardization in which implementing of standards to produce ~~to~~ and provide a particular product or service. And also includes the customization which involves the make or alter of something as per customer's desire or needs. Thus, the product design is basically how the product should be designed while in the making of the product.

Service design are based on communication and interaction with individuals supported by relevant media tools like newspaper, television, radio, internet, ~~to~~ face to face interaction etc. Key factors that influence communication and interaction in services are the degree of variations and degree of customer contact. Thus, this what a service design involves around.