

## Questions

1. Define service based on your last experience with any service provider.
2. Distinguish between goods and services.
3. Consider any product and try to see the composition of goods and services in that product.
4. Define the service package offered by your college or any educational institution.
5. What do you mean by customer participation at school?
6. Select any service and analyze distinctive characteristics of that service.
7. How service-process matrix can be utilized by service managers?
8. What are the benefits of classifying services?
9. Describe the service process, service experience and outcome of service pertaining to banking industry.
10. In all the classifications where will you place the following service sectors and why?
  - Airline
  - Banking
  - Beauty saloon
  - Education
  - Hotels