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A survey on problems in services marketing

(1) Name of the organization / Entrepreneur providing services: ________________________________

(2) Types of services being provided: (a) __________________________
    (b) __________________________
    (c) __________________________
    (d) __________________________
    (e) __________________________

(3) How do you think your service to be on following dimensions -
    (a) Reliability __________________________
    (b) Tangibility __________________________
    (c) Responsiveness __________________________
    (d) Assurance __________________________

(4) What are the specific problems you face while providing your services?
    (a) Service product __________________________
    (b) Customer __________________________
    (c) Employees __________________________
    (d) Price __________________________

(5) Do you feel the behavior of the service provider helps in providing the services.

(6) Do you feel that employees working should be properly trained and motivated.

(7) What type of customer do you serve?
    (a) Income group __________________________
    (b) Age __________________________
    (c) Education __________________________
    (d) Sex __________________________

(8) What are the customer's expectations from you?
    (a) __________________________
    (b) __________________________
    (c) __________________________
    (d) __________________________

(9) Are you able to meet them?
    If yes __________________________
    If no __________________________

(10) What future facilities do you intend to provide?
(11) Is customer satisfaction very difficult in marketing of your services?

(12) Do you feel that after sales services are possible in services marketing.

(13) What is the customer turn over rate?

(14) How do you advertise your services?

(15) Is the direct contact with the customer, major problem of services marketing.

Address:

_______________________________________________

THANK YOU
Department of Business Management
& Entrepreneurship
Dr. RML Avadh University
Faizabad  224 001.
A survey on problems in services marketing

(1) Name of the service, which you have availed
   (a) Hospitality       (b) Financial
   (c) Health           (d) Others

(2) Types of services being taken?

(3) Your perception about following services qualities?
   (a) Reliability
   (b) Tangibility
   (c) Responsiveness
   (d) Assurance

(4) What problem do you face while receiving your services?
   (a) Service product
   (b) Service provider
   (c) Price
   (d) Service atmosphere

(5) How is the behavior of the service provider

(6) Do you deserve a motivated atmosphere in the service center?

(7) What are the your expectation from the service provider?

(8) Are they able to meet them?
   If yes----------------------
   If no----------------------

(9) In the percentage, how much you are dependent in the service sector?

(10) Do you want an improvement in the present infrastructure of your service sector?

(11) Suggestions you want to make -

Name: _______________________
Address _______________________

Thanks
Department of Business management
And Entrepreneurship,
Dr. RMLA Univ., Faizabad.