

Contents

List of Tables	4
List of Charts	5
List of Figures	6
List of Abbreviations	7
Chapter I: Introduction	9-30
1.1 Historical Background of Karnataka State Road Transport Corporation	14
1.2 Profile of North Eastern Karnataka Road Transport Corporation	15
Chapter II: Overview of Services Marketing	32-174
2.1 Reasons for Growth of Service Sector	32
2.2 Service Concept	37
2.3 Classification of Services	40
2.4 Types of Services	44
2.5 Difference between Products and Services	45
2.6 Marketing Mix of Services	48
2.7 Management of Service Demand and Supply	113
2.8 Managing Service Quality	119
2.9 Managing Service Competition	131
2.10 Organising for Services Marketing	137
2.11 Marketing Strategy of Services	153

Chapter III: Research Design **175-187**

3.1 Review of Literature	175
3.2 Statement of the Problem	182
3.3 Need for the Study	182
3.4 Objectives of the Research	183
3.5 Methodology	184
3.6 Sampling	184
3.7 Scope of the Study	185
3.8 Tools and Techniques of Data Collection	185
3.9 Period of Study	185
3.10 Limitations of the Study	185
3.11 Chapter Scheme	186

Chapter IV: Marketing Mix of North Eastern Karnataka

Road Transport Corporation

188-264

4.1 Product at North Eastern Karnataka Road Transportation Corporation	189
4.2 Pricing of Services of North Eastern Karnataka Road Transport Corporation	203
4.3 Promotion Mix of Services of North Eastern Karnataka Road Transport Corporation	211
4.4 Place or Distribution at North Eastern Karnataka Road Transport Corporation	220
4.5 Service Process at North Eastern Karnataka Road Transport Corporation	227
4.6 Physical Evidence of service of North Eastern Karnataka Road Transport Corporation	234

4.7 People Dimension at North Eastern Karnataka Road Transport Corporation	246
4.8 Management of Demand and Supply of services at North Eastern Karnataka Road Transport Corporation	258
4.9 Facilitation of Customers at North Eastern Karnataka Road Transport Corporation	263
Chapter V: Summary of Findings and Conclusion	265-274
5.1 Summary of Findings	265
5.2 Conclusion	273
Chapter VI: Recommendations including Future Directions	275-277
6.1 Recommendations	275
6.2 Future Directions	277
Annexure	278-289
Bibliography	278
Questionnaire	281
Road Map of Karnataka	286
NEKRTC Jurisdiction	287
NEKRTC Logo and Jurisdiction Map	289