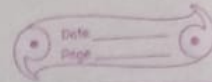


Service Marketing Chapter - 2



Classification of Services based on industries

Industries	Services
(a) Entertainment industry	(i) Production & exhibition of movies/television programs, etc. (ii) Entertainment & recreation services.
(b) Hospitality industry	(i) Hotels & lodging places. (ii) Restaurants and cafes (iii) Food catering & event organization.
(c) Transaction industry	(i) Wholesale trade (ii) Retail trade (iii) Online trade
(d) Finance & insurance	(i) Loans & advances finance. (ii) Credit cards (iii) Banking
(e) Transportation	(i) Air, sea, road, and rail transportation (ii) Car hire, charter, & leasing (iii) Transport of goods by all means (iv) Pipelines.