

Answer

1. The quality dimensions of product and service.

- The quality dimensions of product:
 - Performance
 - Features
 - Reliability
 - Conformance
 - Durability
 - Serviceability
 - Aesthetics
 - Perceived quality
- The quality dimensions of service:
 - Reliability
 - Assurance
 - Tangibles
 - Empathy
 - Responsiveness

2. Marketing service for service:

- Marketing Services typically refers to both business to consumer and business-to-business services, and includes marketing of services such as telecommunications services, financial services, all types of hospitality, tourism leisure and entertainment services, car rental services, health care services, and professional services and trade services.

3. There are 3 Steps of market segmentation such as:

- Market segmentation
 - Identify the bases for segmenting the market
 - Develop profiles of resulting segments
- Marketing targeting
 - Develop measures of segment attractiveness
 - Select the target segments
- Product positioning
 - Develop the positioning for each target segment
 - Develop a marketing mix for each target segment