**Marketing Key terms**

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**Knowledge Gap, p.411**

In marketing, the knowledge gap refers to the distance between what the customer expected out of the service and what the actual service provider delivered. A lack of knowledge on the part of the managers or incorrect analysis of the customer needs may result in the emergence of this gap. The existence of this gap also means that the company is not trying to satisfy the need of the customers. A thorough market research is necessary to bridge the gap between what the customers expected and what the company originally delivered. Another aspect about the knowledge gap refers to how simple is the process of service delivery. If we take an example of a restaurant where a customer calls for reservation and the restaurant has made the process complicated by asking them to pay some extra amount per person, there is a knowledge gap. This is because the restaurant provides some entertainment features and perceives that these add to the value delivered. However the customer does not think this way. The person will find a restaurant in the same area that has kept the service delivery process much simple and they will reserve the place for the customers without any advance payment.

**Delivery Gap, p.411**

This type of gap occurs when there is a difference between the service actually delivered and the written practices and policies regarding the delivery of the service. In the hotel industry, the production and consumption of the service are simultaneous which makes it harder to keep the gaps shut. This gap can exist if the employees of the company do not have enough knowledge about the services offered. This also occurs when the teamwork in the organization is not united. This means that the efforts of the whole team are not coherent towards the delivery of service. In order to bridge this gap, the organization should train their human resource properly.

# References

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