

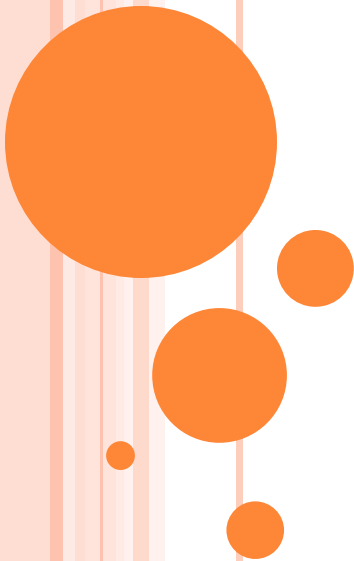
**BBA-402**

**Marketing Management**

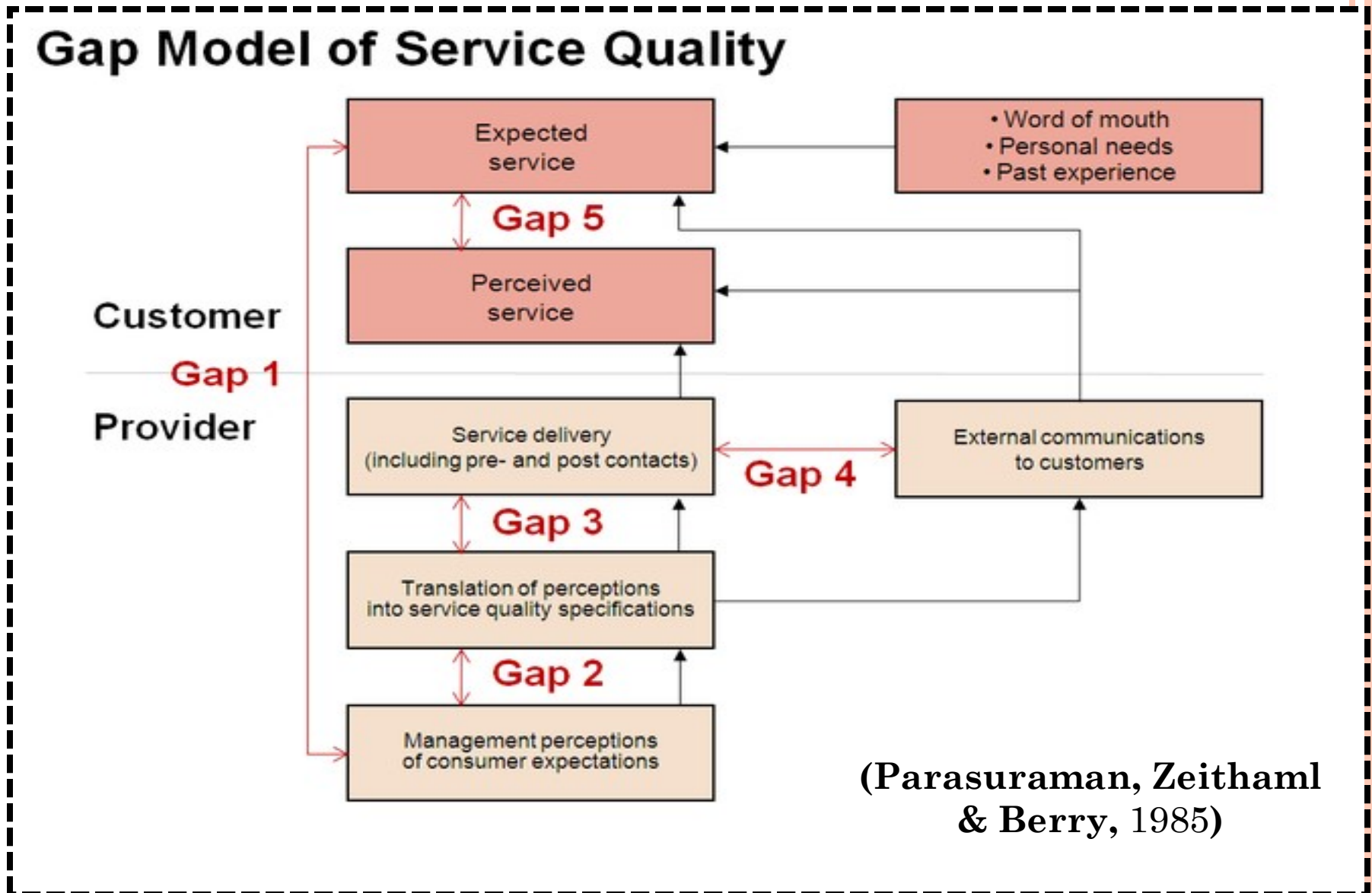
# **The Marketing Concept**

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# Service Quality Model



Example:

