**DMKT401 Services Marketing and Customer Relationship Management**

**Assignment Set – 1**

1. Elucidate the evolution of service marketing. Critically assess the reasons for the growth of the service sector.

2. Explain the services marketing triangle and its three key components and also describe why is the Service Provider’s Role Different?

3. How and when do customers form expectations? How do you exceed customer expectations?

**Assignment Set – 2**

4. Discuss the key components of the service communication mix.

5. In what ways can digital transformation enhance the marketing of banking services? Also explain the four types of innovation in service marketing.

6. Write a detailed note on Customer Development Process.

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