



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES.
(AUTONOMOUS)**

DEPARTMENT OF MANAGEMENT STUDIES

II MBA IV semester

22MBA242B- Services Marketing

01. <https://testbook.com/ugc-net-commerce/service-marketing>
02. <https://unacademy.com/content/nta-ugc/study-material/business-and-general-awareness/brief-analysis-on-services-marketing/>
03. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/General/2ServicesMarketing.pdf>
04. <https://sabpaisa.in/blog/service-marketing-types-importance-more/>