



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

DEPARTMENT OF MANAGEMENT STUDIES

II MBA IV semester

22MBA242B- Services Marketing

01. <https://www.youtube.com/watch?v=nVQMm9DqBc>
02. <https://youtu.be/dh0huVbJJgw?si=2995MQEAE9KHr0Z>
03. https://youtu.be/ODY_2T5JH7I?si=jjuznOhA4EGElr5o