**IQRA National University**

**Department of Business Administration**

**Summer- Semester 2020 (Sessional- Online Assignment)**

**Course Title: Principles of Marketing**

**Instructor: Shahzeb Anwar**

**Instruction: Submit back the answer in MS Word file with your name and id.**

**Question 1:**

**What is services marketing? Mention its different types with examples.**

**Note: (Answer or content copied from each other will result in cancellation of both assignments. Be creative and do it yourselves).**