



PERMANENT REFERENCE

THE STUDY ON CONSUMER EXPECTATIONS
AND SATISFACTION OF THE
SERVICES PROVIDED BY THE
POSTAL DEPARTMENT
IN THE BATTICALOA DISTRICT.

MISS . RANJIKA . ALBERT

2 4513

DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY
SRI LANKA.

1997.

PROCESSED
Main Library, EUSL



Library - EUSL

CONTENTS

Page No.

Acknowledgement

1. Chapter I
Introduction 01
2. Chapter II
Literature review 05
3. Chapter III
Evolution of the postal department 27
4. Chapter IV
The analysis of consumer expectations and strategy formulation 40
5. References
6. Bibilography
7. Annexures