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**CERTIFICATE OF ORIGINALITY**

**This is to certify that the project titled “Measuring Service Marketing Performance in Ethiotelecm: A Case Study“ is an original work of the Student and is being submitted in partial fulfillment for the award of the Master’s Degree in Business Administration of Indira Gandhi National Open University. This report has not been submitted earlier either to this University or to any other University /Institution for the fulfillment of the requirement of a course of study.**

**------------------------------------ -------------------------------------**

**SIGNATURE OF SUPERVISOR SIGNATURE OF STUDENT**

**Place: --------------------------- Place: ---------------------------**

**Date: ------------------------- Date: ----------------------------**

**Acronyms**

* GSM = Global System for Mobile communication
* CDMA = Code Division Multiple Access
* EAAZ = East Addis Ababa Zone
* ET = Ethio telecom
* IP NGN = Internet Protocol Next generation Network
* PC = Personal Computer
* NAAZ = North Addis Ababa Zone
* SAAZ = South Addis Ababa Zone
* WCDMA = Wideband Code Division Multiple Access
* FL = Fixed Line
* KPIs = Key performance Indicators
* CEO = Chief executive Officer
* COO = Chief Operating Officer
* CTO = Chief Technical Officer
* SERVQUAL = Service Quality

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**ABSTRACT**

Marketing is an evolving and dynamic discipline that cuts across every spectrum of life. Nowadays, measuring service marketing performance has been a central issue in marketing and remains a vital concern for a large majority of organizations.

Telecommunications as the world’s biggest machine Strung together by complex networks, telephones, mobile phones and internet-linked PCs, the global system touches nearly all of us allowing us to speak, share thoughts and do business with nearly anyone, regardless of where in the world they might be and hence, telecom operating companies make all this happen.

ET provides national and international telecommunications services, using. communication media of satellite, optical fiber, microwave, multiple access radius, very small aperture, ultra high frequency and very high frequency. In ET, therefore, the measurement of marketing performance is believed to make a fundamental contribution to long-term organizational success.

ET management is poorly aware or insufficiently familiar with measuring marketing performance and hence can be safely said that *today* service marketing performance measurement *is the primary weakest areas of* ET management*.* Of course, measuring marketing performance is a difficult and time consuming activity, but to succeed at any rate, requires top executive management support, appreciation and deep understanding.

Service Marketing performance Measurement metrics enable service providers to justify budgets based on returns and to drive their organizational growth and innovation. As a result, ET as a service provider is expected to use these metrics to measure its marketing performance in the way to prove value and demonstrate its contribution to organization. ET should have establish a systems metrics, tools, process and techniques for measurement of service marketing performance in its strategic plan and should ensure the provision of quality of service in all areas of quality dimensions with special reference to satisfaction, reliability of Telecom product/service, Tangibles (Physical appearance and Design) and Empathy dimensions where the result of the research shows a record of below customer’s expectation.