Objectives:

The specific objectives of the study are briefly stated below:-

1. To evaluate the relative importance of the 5 dimensions for service quality of India Post.

2. To compare between the ideal level and the actual level for all 5 dimensions for service quality of India Post from the service provider perspective.

3. To compare between the expected level and the actual level for all 5 dimensions for service quality of India Post from the customer perspective.

4. To compare between ideal level and expected level for all 5 dimensions for service quality of India Post from the service provider and customer perspectives.

5. To compare between actual levels for all 5 dimensions for service quality of India Post from the service provider and customer perspectives.

6. To suggest measures to bridge the gaps, if identified.