C‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌ritically evaluate how research based on the GAP MODEL of service quality has evolved over time , and how it is useful in understanding customer relationships with organisations. Illustrate your answer with real-life examples (100 marks) As a guide, you should: 1. Review the academic literature on the gap model of service quality (30 marks) [2.Review](https://2.review/) what is meant by customer relationships using academic literature (30 marks) 3. Evaluate the connections between the gap model and customer relationships using academic literature (15 marks). [4.Illustrate](https://4.illustrate/) throughout your answer the theo‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌ry of gap model and customer relationships using examples (25 marks). Your work should be in a creative, critical and evaluative manner. Ensure that your arguments are clear and logical and where appropriate, include academic sources, [i.e](https://i.e/). academic journal papers, which add weight to your points raised. Please show in your list of references an appropriate breadth and depth of references relevant to the topic. PLEASE : 1. DO NOT WRITE INTRODUCTION 2. REFERENCES DOES NOT COUNT AS WORD COUNT 3. No appendices are permitted. 4. Word count in tables is included in the permitted word count‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌.