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## **List of Abbreviations**

ATM	Automated Teller Machine
AWATAR	Any Where Any Time Advance Reservation
BMTC	Bangalore Metropolitan Transport Corporation
CEO	Chief Executive Officer
DINK	Double Income No Kids
EPOS	Electronic Point of Sale
ETM	Electronic Ticketing Machine
GPS	Ground Positioning System
JnNURM	Jawaharlal Nehru National Urban Renewal Mission
KSRTC	Karnataka State Road Transport Corporation
KSTDC	Karnataka State Tourism Development Corporation
LED	Light Emitting Diode
NEKRTC	North Eastern Karnataka Road Transport Corporation
NWKRTC	North Western Karnataka Road Transport Corporation
PHC	Primary Health Care
PR	Public Relation
QFD	Quality Function Deployment
SERVQUAL	Service Quality

STU	State Transport Undertaking
TQM	Total Quality Management
TSRTC	Telangana State Road Transport Corporation
WOM	Word-of- Mouth