

B.B.A. (CBCS Pattern) Semester-VI
UCB4C02 - Service Sector Management-II

P. Pages : 1

Time : Three Hours



GUG/W/24/13375

Max. Marks : 80

- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Explain the objectives of service sector. 8
b) Explain the developing factors to service sector in India. 8

OR

- c) Explain the concept and characteristics of service sector in India and reason of growth of service Sector in India. 16

2. a) Explain the objective of Bank Marketing Services. 8
b) Explain the process of users of banking services. 8

OR

- c) Write the concept of Bank Marketing. Discuss the scope and objectives of bank marketing in Indian Perspectives. 16

3. a) State the planning of insurance services. 8
b) Explain the role of promotions of mix insurance marketing in Indian entrapment. 8

OR

- c) Write the concept of insurance mattering services. Discuss the scope and process of insurance mattering services. 16

4. a) Write the meaning of education political marketing in India. Explain the promotional techniques of Marketing. 8
b) Explain the features of marketing of education in India. 8

OR

- c) Write the concept of entertainment marketing. Discuss the entertainment services of marketing in Indian perspective. 16

5. Write short note. 4
a) Objectives of service sector. 4
b) Elements of Bank Marketing services 4
c) Insurance product planning. 4
d) Education Political Marketing in India. 4
