

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

P. Pages : 1

Time : Three Hours



GUG/S/23/13375

Max. Marks : 80

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

1. a) State the significance of service sector in India. **8**
b) Describe the scope of service sector. **8**

OR

- c) Explain the reasons of growth of service sector in India. **16**
2. a) Explain the importance of marketing information systems. **8**
b) Explain the process of users of banking services. **8**

OR

- c) Discuss the bank marketing in Indian perspective. **16**
3. a) State the planning of insurance services. **8**
b) Explain the role of promotions of mix insurance marketing in Indian entrainment **8**

OR

- c) Discuss the place mix of insurance marketing in Indian entrainment. **16**
4. a) Explain the strategies of marketing in politics. **8**
b) Explain the features of marketing of education in India. **8**

OR

- c) Explain the emerging trends in educational marketing mix for higher education. **16**
5. Write short note-
a) Concept of service sector. **4**
b) Bank marketing services. **4**
c) Insurances mattering services. **4**
d) Promotional techniques of marketing. **4**
