

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

P. Pages : 1

Time : Three Hours



GUG/W/22/13375

Max. Marks : 80

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

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| 1. | a) | Explain the various methods of service sector in India. | 8 |
| | b) | State the significance of service sector in India. | 8 |
| OR | | | |
| | c) | Explain the reasons of growth of service sector in India. | 16 |
| 2. | a) | Explain the scope of marketing information system. | 8 |
| | b) | Explain the Bank marketing services. | 8 |
| OR | | | |
| | c) | Explain the scope & objectives of bank marketing in Indian perspectives. | 16 |
| 3. | a) | Explain the role of promotions of mix insurance marketing in Indian entrapment. | 8 |
| | b) | State the planning of Insurance services. | 8 |
| OR | | | |
| | c) | Discuss the scope and process of insurance mattering services. | 16 |
| 4. | a) | Explain the service marketing for higher education. | 8 |
| | b) | Explain the education political marketing in India. | 8 |
| OR | | | |
| | c) | Discuss the entertainment services of marketing in Indian perspective. | 16 |
| 5. | | Write short notes. | |
| | a) | Meaning of service sector. | 4 |
| | b) | Users of banking services. | 4 |
| | c) | Development of insurance marketing. | 4 |
| | d) | Features of marketing of education. | 4 |
