

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

P. Pages : 1

Time : Three Hours



GUG/S/25/13375

Max. Marks : 80

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

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|-----------|--------------------|---|----|
| 1. | a) | Write the importance of service sector. | 8 |
| | b) | Describe the prospects and Opportunities in Service Sector. | 8 |
| OR | | | |
| | c) | Discuss the various service sector of India. | 16 |
| 2. | a) | Explain different types of Banking marketing services. | 8 |
| | b) | Role of marketing information system in banking services. | 8 |
| OR | | | |
| | c) | Examine the objective, importance, and function of marketing within banking services. | 16 |
| 3. | a) | Discuss the marketing strategies implemented by insurance company. | 8 |
| | b) | Discuss the process of Insurance product planning. | 8 |
| OR | | | |
| | c) | Determine the marketing mix for the insurance industry. | 16 |
| 4. | a) | Explain the strategies of marketing in politics. | 8 |
| | b) | Explain the services marketing for higher education. | 8 |
| OR | | | |
| | c) | Discuss the emerging trends in education marketing. | 16 |
| 5. | Write short note – | | |
| | a) | Concept of service sector. | 4 |
| | b) | Concept of political education. | 4 |
| | c) | Banking user services. | 4 |
| | d) | Insurance mattering services. | 4 |
