

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

P. Pages : 1

Time : Three Hours



**GUG/S/24/13375**

Max. Marks : 80

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

- |           |   |           |
|-----------|---|-----------|
| <b>1.</b> | a) Explain the nature and scope of service sector.  | <b>8</b>  |
|           | b) State the significance of service sector in India.   | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) Discuss the reasons of growth of service sector in India.  | <b>16</b> |
|           |   |           |
| <b>2.</b> | a) Explain different types of bank marketing services.  | <b>8</b>  |
|           | b) What is the marketing information system?  | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) Discuss the meaning and concept of Bank marketing. Describe its functions in Indian perspective. | <b>16</b> |
|           |   |           |
| <b>3.</b> | a) State the planning of insurance services.  | <b>8</b>  |
|           | b) Discuss the process of Insurance product planning.   | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) State the objectives and types of promotion in insurances service.                               | <b>16</b> |
|           |   |           |
| <b>4.</b> | a) Explain the strategies of marketing in politics.   | <b>8</b>  |
|           | b) Explain the services marketing for higher education.   | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) Discuss the emerging trends in educational marketing mix for higher education and its services.  | <b>16</b> |
|           |   |           |
| <b>5.</b> | Write short note -  |           |
|           | a) Define the service sector.   | <b>4</b>  |
|           | b) Users of banking services.   | <b>4</b>  |
|           | c) Promotions.  | <b>4</b>  |
|           | d) Strategies marketing in politics.  | <b>4</b>  |

\*\*\*\*\*