

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.

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

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