

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

P. Pages : 1

Time : Three Hours



GUG/W/23/13375

Max. Marks : 80

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

1. a) Write the importance of service sector. 8
b) State the opportunities of service sector in India. 8

OR

- c) Write the meaning and concept of service sector. Explain its various aspects. 16
2. a) Discuss the marketing information system in marketing of Bank services. 8
b) Explain the various bank marketing services. 8

OR

- c) Write the meaning and concept of Bank marketing. Describe its functions in Indian perspective. 16
3. a) Elaborate insurance marketing mix in Indian entrapment. 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) Write the characteristics of marketing of education political marketing in India. 8
b) Explain the promotional techniques for marketing strategies in educational services. 8

OR

- c) Discuss the emerging trends in educational marketing mix for higher education and its services. 16
5. Write short note.
a) Reasons of growth of service sectors. 4
b) User of Banking services. 4
c) Place mix. 4
d) Entertainment of marketing in Indian perspective. 4
