

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

- 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

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