

BBA361 - Service Sector Management - II

P. Pages : 1

Time : Three Hours



GUG/W/16/5128

Max. Marks : 80

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

1. a) Explain the reasons of growth of service sector in India. **8**
b) Explain the importance of service sector. **8**

OR

- c) Define service sector. Explain the types of service sector. **16**
2. a) Explain the objective of Bank Marketing Services. **8**
b) Write the importance of Marketing Information system. **8**

OR

- c) Describe in details the Bank Marketing in Indian prospective. **16**
3. a) Explain the objective of promotion. **8**
b) Explain different types of prices. **8**

OR

- c) Explain in details place mix Insurance Marketing in Indian Entrapment. **16**
4. a) Explain the emerging trends in educational marketing mix. **8**
b) Explain the feature of Marketing of educational political Marketing. **8**

OR

- c) Narrate the Marketing of Entertainment Services in Indian prespective. **16**
5. Write short answer.
a) Reasons of growth of service sector. **4**
b) User of Bank Marketing service. **4**
c) Significance of Marketing of Insurance. **4**
d) Marketing Mix for Higher Education. **4**
