

Roll No.

Y – 2853

B.B.A. (Sixth Semester) EXAMINATION,

May/June-2021

Paper – 606

SERVICES MARKETING

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note—Attempt *all* questions. Each question carries equal marks.

Unit-I

1. Describe the concept of services marketing. Explain its importance. 8

Unit-II

2. What do you mean by bank marketing ? Explain the falsification for marketing in banking services. 8

Unit-III

3. Describe the concept of Insurance marketing along with its merits and demerits. 8

Unit-IV

4. Define consultancy marketing along with its segmentation 8

Unit-V

5. Explain the role of user personal care marketing system in India. 8

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