

W-2966

B.B.A. (Sixth Semester) Examination, June-2020

SERVICES MARKETING

Paper - M-606

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note : Attempt **all** questions.

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| Q.1. | What is service marketing? Explain its significance. | 8 |
| Q.2. | Write short notes on :
a) Behavioural profile of banking customers.
b) MIS of banks. | 8 |
| Q.3. | Discuss marketing segmentation in Insurance Industry. | 8 |
| Q.4. | Write a note on marketing mix for consultancy organisations. | 8 |
| Q.5. | Explain marketing mix of personal care organisations. | 8 |

