

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.

- Q.1. What is service marketing? Explain its significance. 8
- Q.2. Write short notes on : 8
- a) Behavioural profile of banking customers.
- b) MIS of banks.
- 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

