

**W-2966(A)**

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

**SERVICES MARKETING**

**Paper - M-606**

*Time : Three Hours*

*Maximum Marks : 40*

*Minimum Pass Marks : 16*

**Note :** Attempt **all** questions.

- Q.1. What are services? Discuss its characteristics. 8
- Q.2. Write short notes on : 8
- a) Market segmentation of banking services.
- b) Write a note on bank marketing in India.
- Q.3. Explain insurance marketing in Indian environment. 8
- Q.4. What is consultancy marketing? Discuss about Indian consultancy organisations. 8
- Q.5. Discuss concept and users of personal care marketing. 8

