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**[4967]-6008**

**B.B.A. (VI-Semester) EXAMINATION, 2016**

**605 D : SPECIAL SERVICES OF MARKETING IN INDIA**

**(Spl-II Service Sector Management)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) Solve any *five* questions.

(ii) Each question carries **16** marks.

1. What are the reasons of growth of services sector ? Give suitable examples.
2. Explain bank marketing in Indian perspective with recent trends.
3. Discuss the marketing mix for Life Insurance Services.
4. Explain market segmentation for tourism.
5. Discuss emerging trends in Higher Education Services.
6. Write short notes (any *four*) :
  - (a) Self-service
  - (b) Political marketing
  - (c) Challenges of Services Marketing
  - (d) Entertainment Services
  - (e) Airline marketing.

