

BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION

QUESTION BANK

BBA- VI SEM

606 (M) – SERVICES MARKETING

Note : All questions carry 2.5 marks.

- Q.1 Define market segmentation in the insurance organization?
- Q.2 What is bank marketing?
- Q.3 Define marketing information system in reference to insurance organization?
- Q.4 What are the factors influencing the behavioral profile of users?
- Q.5 What is insurance marketing?
- Q.6 Who are the basic users of insurance services?
- Q.7 What is marketing mix?
- Q.8 Define bank marketing in Indian perspective?
- Q.9 What is insurance marketing?
- Q.10 What are the characteristics of bank marketing?

PRIYA MISHRA