

BBA-VI Sem
Service Marketing- (MM-606)

UNIT-I

- 1- Explain the concept of service marketing? Write its salient features.
- 2- What are the various significance of service marketing?
- 3- Explain the service marketing information system?
- 4- Briefly discuss various emerging key services? (Any 10)
- 5- “Is the telecom service termed as very necessary service”. Discuss?

UNIT-II

- 1- What do you mean by bank marketing? What are the various factors influencing behavioral profile of users?
- 2- Draw marketing information system for banks?
- 3- Write Short Notes on:-
 - a- Market segmentation
 - b- Marketing Mix
- 4- Write a brief note on Bank Marketing in Indian perspective?
- 5- Write down the significances of MIS to the banking organizations?

UNIT-III

- 1- What is insurance marketing? What are the various users of insurance service?
- 2- How market segmentation is done in the insurance organizations?
- 3- Write a brief note on “Insurance service in Indian environment.”
- 4- Draw a marketing Information system for Insurance organizations?
- 5- What are the various Insurance products which are available in market? Also mention (any 5) companies providing Insurance products?

UNIT-IV

- 1- Prepare a marketing mix for consultancy organizations?
- 2- What is the concept of consultancy service and who are the various users of consultancy services?
- 3- How market segmentation is done in consultancy organizations?
- 4- “Preparation of Marketing Information System is a very important task for consultancy organizations.” Discuss how it is done?
- 5- Write a brief note on historical background of consultancy services in India?

UNIT-V

- 1- “Personal Care marketing requires marketing Information system for its effective promotion.” Explain how?
- 2- What is the concept of Personal Care Marketing and who are the users of personal care marketing?
- 3- Write short notes on:-
 - a) Market Segmentation of personal care marketing,
 - b) Marketing Mix of personal care marketing.
- 4- Write a brief note on Personal Care Marketing in the Indian perspective?
- 5- Throw some light on the behavioral profile of the users of personal care services?

By: Mr. Dharmendra Kushwah