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**VI Semester B.B.A. (Aviation Management) Degree Examination,
September/October - 2022**

**SERVICES MARKETING
(CBCS Scheme 2018-19 Batch)
Paper - 6.3**

**Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates :**

Answer should be written in English only.

SECTION - A

Answer any FIVE questions :

(5×2=10)

1. a) What is services marketing?
- b) What is e-banking?
- c) Who is a tourist?
- d) What is insurance?
- e) Write the meaning of education.
- f) What is relationship marketing?
- g) Define the term brand.

SECTION - B

Answer any THREE questions :

(3×6=18)

2. Explain the importance of marketing of services.
3. Explain the marketing mix for rail transport.
4. What are the recent trends in Banking services? Explain any five.
5. Explain the different types of charities.
6. Explain the elements of tourism.

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SECTION - C

Answer any **THREE** questions :

(3×14=42)

7. What is market segmentation? Explain the advantages and disadvantages of market segmentation in services marketing.
 8. Explain the 7 P's of marketing mix in service marketing.
 9. Explain the different modes of transport in tourism industry what is a mutual fund?
 10. Explain the advantages and disadvantages of mutual funds.
 11. a) What is nonprofit marketing? How does non-profit marketing work?
b) Explain how to create a marketing plan for non-profit organisation?
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