



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**BBA 3517**

**SERVICE MARKETING**

**Marks : 75**

**Time: 3 Hrs**

**Answer any FIVE of the following**

**5\*15=75**

1. Explain the significance of services marketing.
2. Describe about the various types of hotels with examples.
3. Bring the market segmentation for tourism.
4. Enumerate the strategic marketing techniques used in hospitals.
5. Outline the product portfolio for banks.
6. How do you formulate marketing mix for insurance companies?
7. Discuss about product mix for telecommunication.