Q.1. Explain in detail about the basic issues of service marketing. (10)

Q.2. Explain the role of Government of India in the marketing of tourism sector in India. 

OR

Plan a tour itinerary for a group for three days to cover Delhi, Jaipur and Agra. (10)

Q.3. Explain in detail about the marketing of educational sector. (10)

Q.4. Why is research important for the marketing of service providers? (10)

Q.5. Explain in detail about consumer behaviour and life style marketing. (10)

Q.6. Explain in detail about family life cycles and buying roles. 

OR

How does cultural and sub-cultural behaviour influence consumer behaviour? (10)

Q.7. What are the factors that influence individuals in buying process? (10)

Q.8. Explain in detail about the recent developments in modeling buying behaviour. (10)

Q.9. Explain the role of marketing in service sector to attract customers. (10)

Q.10. Write note on: 

(a) Information processing (b) Alternative evaluation (5+5=10)

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