

[illegible]

Max. Marks : 60

SECTION-B

2. How the segmentations have been done by the companies in order to satisfy the customers in service industry?
3. Discuss the duties of respective positions in banking to satisfy the customers.
4. What kind of training is given to employees, in order to develop their skills in fitness industry?
5. What is the role of leaders of Entrepreneurship while making the segmentations?
6. Discuss the influence of segmentations on marketing strategies for service industry

SECTION-C

7. What kinds of skills are required for respective positions in finance and insurance industry for customer satisfactions?
8. What is the importance of segmentation in service industry? Discuss in detail the Global and domestic scenario for segmentation in Education service industry.
9. Discuss in detail the role of service industry's environment in order to have segmentations of customers.