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Total No. of Pages: 1

B.B.A. (Part-II) (Semester-IV) Examination, 2013
Management of Business Service (Paper-II)
Sub. Code : 43943

Day and Date : Thursday, 18-04-2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

Q1) What is insurance service? Explain the various marketing elements involved in marketing of insurance service. **[14]**

OR

Explain the marketing of transportation services in India.

Q2) Write short answers (any two) : **[16]**

- Brief the marketing mix for tourism services.
- Narrate the marketing of telecommunication services in India.
- Explain scenario of entertainment industry.
- Present position of education services in India.

Q3) Write short notes (any two) : **[10]**

- Enumerate pricing in education in India.
- Narrate the types of consultancy services.
- Privatization of insurance services.
- Scope and importance of legal services.

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BBA (Part - II) (Semester - IV) Examination, Dec. - 2013

Management of Business Services (Paper - II)

Sub. Code : 43943

Day and Date : Tuesday, 3 - 12 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) **All questions are compulsory.**
 - 2) **Figures to the right indicate full marks.**

Q1) What do you mean by Insurance services? Explain in detail types of Insurance services. [14]

OR

What is Transport services? Explain in detail management of Transport services.

Q2) Write Short Answers (Any Two) [2×8=16]

- a) Explain the concept, scope & importance of consultancy services.
- b) Explain the marketing mix of Tourism services.
- c) Discuss the formulation of marketing mix for the Entertainment services.
- d) Write a note on the present scenario of the telecommunication services.

Q3) Write short note (Any two) [2×5=10]

- a) Scope and importance of education services in India.
- b) What is the need of privatisation of Insurance.
- c) Explain Rail - Road competition and co-ordination.
- d) Discuss the pricing decisions made by the consultancy services.



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B.B.A. (Part - II) (Semester - IV) Examination, April - 2014
MANAGEMENT OF BUSINESS SERVICES (Paper - II)
Sub. Code : 43943

Day and Date : Thursday, 03 - 04 - 2014
Time : 12.00 noon to 2.00 p.m.

Total Marks : 40

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What are the different modes of Transport? Explain the users of Transport services & Behavioural Profile of users of the Transport services [14]

OR

What do you mean by consultancy services? Explain in details management of consultancy services.

Q2) Write Short Answer (Any - Two) [16]

- a) Explain the different components of promotion mix in the context of Insurance business.
- b) Discuss on the formulation of marketing mix for the Tourism services.
- c) Discuss the formulation of marketing mix for Telecommunication services.
- d) Explain the concept, scope and Importance of Insurance Services.

Q3) Write short note (Any -Two) [10]

- a) Entertainment Services.
- b) Marketing of Education.
- c) Management of Transport Service in India.
- d) Privatisation of Insurance Service.

