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**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]**

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

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

- a) Enumerate pricing in education in India.
- b) Narrate the types of consultancy services.
- c) Privatization of insurance services.
- d) Scope and importance of legal services.

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