

Seat No.	
-------------	--

**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.

