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B.B.A. (Part - II) (Semester - IV) (Revised) Examination, April - 2015

Management of Business Services (Paper - II)

Sub. Code: 43943

Day and Date : Thursday, 23-04-2015

Total Marks : 40

Time : 12.00 noon to 2.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) Bring out privatisation in Insurance services. Explain the Government's role in control and protection of customers interest. [14]

OR

What is consultancy services? Enumerate marketing-mix strategy in consultancy services.

Q2) Write short answers to the following (Any Two) :

[2 × 8 = 16]

- a) Discuss types of Insurance services.
- b) Give the factors considered in selecting mode of transport.
- c) Discuss marketing of Telecommunication services.
- d) Explain status of Educational services in India.

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Q3) Write short notes on (Any Two) :

- a) Insurance product (product profile).
- b) Tourism services in India.
- c) Pricing strategy in transportation services.
- d) Promotional strategies in Insurance services.

