

N - 544

Total No. of Pages : 1

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

B.B.A. (Part - II) (Semester - IV) Examination, April - 2016
MANAGEMENT OF BUSINESS SERVICES (Paper - II)

Sub. Code : 43943

Day and Date : Saturday, 30 - 04 - 2016

Total Marks : 40

Time : 12.00 noon to 02.00 p.m.

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

Q1) What is insurance services? Explain marketing mix strategy applied for insurance services. [14]

OR

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

Q2) Write short answer (any two) [16]

- Give the factors considered in selecting mode of transport.
- Explain the types of consultancy services.
- Discuss the formulation of marketing mix for the Tourism services.
- Discuss the formulation of marketing mix for the Telecommunication services.

Q3) Write short note (any two) [10]

- Entertainment services
- Management of Transport service in India
- Importance of transport services
- Privatisation of Insurance services

