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B.B.A. (Part - II) (Semester - IV) Examination, April - 2017
MANAGEMENT OF BUSINESS SERVICES (Paper - II)

Sub. Code : 43943

Day and Date : Friday, 28 - 04 - 2017

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 transport services? Enumerate marketing mix strategy in transport services. **[14]**

OR

What is insurance services? Explain marketing mix strategy in insurance services.

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

- a) Explain the concept, scope & Importance of insurance services.
- b) Discuss the formulation of marketing mix for education services.
- c) Discuss the formulation of marketing mix for Tourism services.
- d) Explain the types of consultancy services.

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

- a) Entertainment services.
- b) Modes of transport.
- c) Pricing strategy in consultancy services.
- d) Privatization of Insurance services.

