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**B.B.A. (Part - II) (Semester - IV) Examination, May - 2018****MANAGEMENT OF BUSINESS SERVICES (Paper - II)****Sub. Code :43943****Day and Date : Friday, 04 - 05 - 2018****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 consultancy services? Explain marketing mix strategy applied for consultancy services.

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

- a) Discuss types of Insurance services.
- b) Explain the concept, scope & importance of Insurance services.
- c) Discuss the formulation of marketing mix for Tele-communication services.
- d) Explain status of Educational services in India.

**Q3)** Write short note (Any two) **[10]**

- a) Tourism services in India.
- b) Types of consultancy services.
- c) Modes of Transport.
- d) Privatisation of Insurance services.

