

Seat No.	
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**B.B.A (Part - II) (Semester - IV) (Revised) Examination,
November - 2015
MANAGEMENT OF BUSINESS SERVICES (Paper - II)
Sub. Code : 43943**

Day and Date : Wednesday, 18 - 11 - 2015

Total Marks : 40

Time : 3.00 p.m.to 5.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate marks.

Q1) How do you consider privatization of Insurance services.

[14]

OR

How would you term management of Transport services in India.

Q2) Write short answers (any two) .

[2 × 8 = 16]

- a) Give Types of Insurance services.
- b) What is people-mix in consultancy services.
- c) Formulate marketing-mix for Tourism services.
- d) Give marketing mix of Telecommunication services.

Q3) Write short notes (any Two).

[2 × 5 = 10]

- a) Product and pricing in Insurance services.
- b) Types of consultancy services.
- c) Management of Education services.
- d) Management of Entertainment services.

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