

**E-310**

**Total No. of Pages : 1**

Seat No.	
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**B.B.A. (Part - II) (Semester - IV)**  
**Examination, October - 2016**  
**MANAGEMENT OF BUSINESS SERVICES - II (Paper - II)**  
**Sub. Code : 43943**

**Day and Date : Monday, 24 - 10 - 2016**  
**Time : 3.00 p.m. to 5.00 p.m.**

**Total Marks : 40**

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

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

OR

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

**Q2) Write short answers (Any Two): [16]**

- a) Explain the concept, scope & importance of Insurance Services.
- b) Discuss types 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 notes (Any Two): [10]**

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

