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B.B.A. (Part - II) (Semester - IV) Examination, October - 2017

MANAGEMENT OF BUSINESS SERVICES (Paper - II)

Sub. Code : 43943

Day and Date : Tuesday, 31 - 10 - 2017

Total Marks : 40

Time : 03.00 p.m. to 05.00 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 Education Services.
- d) Discuss the formulation of marketing mix for Tourism services.

Q3) Write short notes (Any Two) : **[10]**

- a) Modes of Transport.
- b) Types of Consultancy Services.
- c) Entertainment Services.
- d) Privatisation of Insurance Services.

