

Seat No.	
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BBA (Part - II) (Semester - IV) Examination, Dec. - 2013

Management of Business Services (Paper - II)

Sub. Code : 43943

Day and Date : Tuesday, 3 - 12 - 2013

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 full marks.

Q1) What do you mean by Insurance services? Explain in detail types of Insurance services. [14]

OR

What is Transport services? Explain in detail management of Transport services.

Q2) Write Short Answers (Any Two) [2×8=16]

- a) Explain the concept, scope & importance of consultancy services.
- b) Explain the marketing mix of Tourism services.
- c) Discuss the formulation of marketing mix for the Entertainment services.
- d) Write a note on the present scenario of the telecommunication services.

Q3) Write short note (Any two) [2×5=10]

- a) Scope and importance of education services in India.
- b) What is the need of privatisation of Insurance.
- c) Explain Rail - Road competition and co-ordination.
- d) Discuss the pricing decisions made by the consultancy services.

