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Total No. of Pages : 02

Total No. of Questions : 09

**BBA (SIM) (2018 Batch) (Sem.-3)**  
**INTRODUCTION TO SERVICE INDUSTRY**  
Subject Code : BBASM-303-18  
M.Code : 76824

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A****I. Write briefly :**

- a) Open-ended Mutual Fund.
- b) Bank.
- c) Goods and Services.
- d) Private Banks
- e) Fee-based Financial Services.
- f) Types of Travel Services.
- g) Investment Schemes.
- h) Hire Purchase.
- i) Medical Tourism.
- j) NBFC.



## SECTION-B

### UNIT-I

2. Write a detailed note on the emerging Key Services from the Indian perspective.
3. Write a note on the features and importance of the Service Sector in India.

### UNIT-II

4. What do you mean by Financial Services? Explain its origin and growth from the Indian perspective.
5. Write a note on the present challenges and future growth of the Financial Services in India.

### UNIT-III

6. What do you mean by IT? Do you find it emerging as a Service Industry? Defend your argument.
7. Explain the various challenges faced by Health Services in India.

### UNIT-IV

8. Write a note on the problems and prospects of the Tourism Business in India.
9. Discuss the factors influencing the behavioral profile of the users of Banking Services.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**