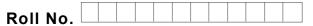
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BBA (SIM) (2018 Batch) (Sem.-3) INTRODUCTION TO SERVICE INDUSTRY Subject Code : BBASM-303-18 M.Code : 76824

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.

d. d. 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.



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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.

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