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Total No. of Pages : 02

Total No. of Questions : 18

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**Write briefly :**

1. Elements of mutual fund marketing.
2. Core services of telecom & IT services industry.
3. Factor Personal selling.
4. Financial services industry.
5. Nature of telecom & IT services industry.
6. Problem of health services industry.
7. Marketing Mix of financial services industry.
8. Tangible services in tourism and travel services industry.
9. Challenges of health services industry.
10. Meaning of Services.



SECTION-B**UNIT-I**

11. Discuss the importance of service sector in India.
12. Discuss the classification of services. Also explain the implication of selling services.

UNIT-II

13. Give the overview of financial services industry. Discuss its scope and growth.
14. Elaborate the statement "*financial services industry of India does not have smooth path i.e. full of challenges*"

UNIT-III

15. What are the opportunities and challenges of Health services industry of India?
16. Give the overview of Telecom IT services industry. Discuss its scope and growth.

UNIT-IV

17. Elaborate the statement "*Tourism and travel industry of India does not have a smooth path i.e. full of challenges*"
18. Tourism and travel service industry is the backbone of the Indian service industry. Discuss in detail.

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