

Total No. of Pages : 02

Total No. of Questions : 09

B.SIM (2014 & Onwards) (Sem.-3)
INTRODUCTION TO SERVICE INDUSTRY
Subject Code : BBA-315
Paper ID : [72642]

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

1. Write briefly :

- a. Amadeus
- b. Mobile tourism
- c. Optimized investments
- d. GDP
- e. Stock
- f. Eco Tourism
- g. TAAI
- h. Financial controller
- i. Intangible services
- j. MBO

SECTION-B

UNIT-I

2. “Service industry is the future of Indian economy.” Justify and explain the statement.
3. Enlist and elaborate various challenges faced by service industry.

UNIT-II

4. What are the various functions and activities of financial services?
5. Write down the scope of financial services in Indian Economy.

UNIT-III

6. Define health service and its growth in India.
7. How do you think IT sector plays an important role in service industry?

UNIT-IV

8. Write in detail about various travel services in India.
9. What is tourism? Explain various types of tourisms with their important characteristics.