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Total No. of Pages: 02

Total No. of Questions: 09

**BBA (SIM) (Sem. – 3)**

**INTRODUCTION TO SERVICE INDUSTRY**

**Subject Code: BBASM 303-18**

**M Code: 76824**

**Date of Examination: 16-12-2022**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

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

**SECTION-A**

1. Explain the following:
  - a) Bank service marketing
  - b) Insurance service marketing
  - c) Core services of the health services industry
  - d) Telecom &IT services industry
  - e) Nature of tourism and travel services industry
  - f) Problem of the financial services industry
  - g) Marketing Mix of telecom &IT services industry
  - h) Features of services
  - i) Tangible services in the financial services industry
  - j) Challenges of tourism and travel services industry

## **SECTION-B**

### **UNIT-I**

2. Give in detail the introduction of the service industry of India.
3. Discuss the classification of services.

### **UNIT-II**

4. What are the various financial services available in India? Discuss various challenges faced by these services.
5. Elaborate the statement "Contribution of financial service industry in India economy is increasing day by day".

### **UNIT-III**

6. Discuss the current scenario of the Health services industry of India along with the challenges faced by the industry.
7. Telecom & IT service industry is the backbone for the Indian service industry. Discuss in detail.

### **UNIT-IV**

8. Elaborate the statement "Tourism and travel industry of India does not have a smooth path i.e. full of challenges".
9. Discuss the scope and growth of Tourism and Travel industry in the Indian service industry.

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