

Roll No.

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. Venture Capital.
2. Financial Market.
3. Services Sector.
4. Mutual Fund
5. Leasing.
6. Nationalization of Banks
7. Health Tourism.
8. Intermediaries.
9. The Government Securities.
10. Telecom Services.

SECTION-B

UNIT-I

11. What do you mean by services? Explain the important reasons for the substantial growth in the service markets.
12. Write a detail note on various fees and fund based services available in India.

UNIT-II

13. Explain the importance and scope of financial services in India.
14. What are the various challenges and opportunities that are accessible to the financial services market?

UNIT-III

15. Write a note on the problems and prospects of the telecom business from the Indian perspective.
16. What do you mean by Health care Services? Write a detailed note on the Healthcare system in India.

UNIT-IV

17. What do you mean by Tourism? Discuss different types of Tourism.
18. Define Bank. Explain its origin and growth from the Indian perspective.

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.