

Roll No.

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.