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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

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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.

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