

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-1)

MAJOR SEGMENTS IN SERVICE INDUSTRY MANAGEMENT-I

Subject Code : PGS-105

M.Code : 22503

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 contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :

- a) Define 'Service Industry'.
- b) State the opportunities in 'Hospitality sector'.
- c) Define 'Non-aeronautical' revenues.
- d) Give a brief snapshot of 'Tourism Industry'.
- e) What do you understand by 'ITES'?
- f) Elaborate any two opportunities in 'Airline Industry'.
- g) Examine the driving forces for 'BPOS' services in India.
- h) What is the role of PR in marketing?
- i) Briefly highlight the contribution of 'Entertainment' Industry to Indian Economy,
- j) Examine the significance of ITES on Indian manufacturing industry.

SECTION-B

2. Examine in detail the market potentials and investments needs of 'Hospitality Industry' in India.
3. Describe key challenges of Airline Industry with special reference to India.
4. “*ITES have transformed the way of doing business*” Do you agree or not? Justify your stance.
5. Elaborate the Opportunities in 'Transport Services' in India.
6. Examine the contribution of 'Freight & Cargo' industry to Indian economy citing some relevant examples.

SECTION-C

7. Examine in detail the major segments of overview of 'Service Industry' highlighting the overview of these with special reference to India.
8. Give a detailed snap shot of 'Media and Advertising' Industry in India citing the market potential, Investment need and Future Road Map.
9. What are the initiatives taken by Government of India to promote service sector. To what extent these initiatives have been instrumental in accomplishing the stated objectives?

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.