

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) Essentials of Hospitality Industry.
- b) UNWTO & WTTC.
- c) Enlist the Travel companies in India.
- d) Name various Leaders of Airline Services.
- e) Opportunities available in Entertainment Industry.
- f) BPO vs. KPO.
- g) Media selection.
- h) Lobbying.
- i) Car rental services.
- j) Overview of Freight Services.

SECTION-B

2. Describe the characteristics of Hospitality Industry.
3. What types of jobs available in the Aviation Industry?
4. Write a note on leading companies contributing in the growth of Leisure Service Industry.
5. Explain various services offered by Indian Information technology enabled service companies.
6. Discuss the importance of freight and cargo services in India.

SECTION-C

7. What is the relationship between tourism and people's understanding of a country's image?
8. What are the factors that affect the advertising decisions? Discuss in detail.
9. Discuss various modes of transportation services. Explain its advantages and disadvantages.

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.