

Total No. of Questions—7]

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Seat No.	
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[5364]-402

**BBM/BBA (IB) (Fourth Semester) EXAMINATION, 2018**

**402 : INTERNATIONAL BUSINESS IN SERVICE SECTOR**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

***N.B.* :— (i) Question No. 7 is compulsory.**

***(ii)* Attempt any 4 from the remaining.**

***(iii)* Figures to the right indicate full marks.**

- 1. Explain service along with its nature. Identify the factors for growth of service as fastest growing sector of the World trade. [15]**
- 2. Describe Service Quality ? Explain the overall gap between customers' expectations and perceived service with reference to GAP analysis. [15]**
- 3. Discuss the growth of BPO and IT Enabled Services (ITES) in India. Explain it with example. [15]**
- 4. What are the various principles of World Trade Organization ? [15]**

**P.T.O.**

5. Impact of social and political environment on Service sector in Indian economy ? [15]
6. Define Biotechnology Services. Describe the role of Government of India in promoting and developing Biotechnology. [15]
7. Write short notes on (any 4) : [20]
- (a) Entertainment services
  - (b) Retailing Service in India
  - (c) Classification of Service
  - (d) Pricing of Service
  - (e) Distinguish between goods and services
  - (f) GATS.