

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
TY B.Com Semester-V, Semester End Examination, November 2023
SUB: Business Management (DSE 4) - Services Marketing 2

Duration: 2 Hours

Total Marks: 80

- Instructions: 1) All questions are compulsory. However, internal choice is available
2) Answer sub questions in question 1 and question 2 in not more than 100 words each
3) Answer questions from question 3 to question 6 in not more than 400 words each
4) Figures to the right indicate full marks

Q 1 Answer any four of the following:

(4x4=16)

- a) Explain the role of tour operator
- b) Explain the pricing considerations of Indian Railways
- c) Write a note on Health Tourism
- d) Write a note on Credit Card
- e) What do you mean by SIP?
- f) Distinguish between Savings Account and Current Account.

Q 2 Answer any four of the following:

(4x4=16)

- a) Explain the concept of marine insurance
- b) Write a note on motor Insurance
- c) Explain the meaning of Bancassurance
- d) Write a note on media services
- e) What are the benefits of green marketing?
- f) Explain the concept of KPO

Q 3 A) Describe the components of airline product in detail

OR

(12)

X) State and explain the various types of hotels.

Q 4 A) Describe the importance of bank marketing

OR

(12)

X) State and explain the various types of mutual funds

Q 5 A) Enumerate the various principles of insurance.

OR

(12)

X) Highlight the procedure for taking life insurance policy.

Q 6 A) What do you mean by web marketing? Explain the benefits of web marketing.

OR

(12)

X) State and explain the various healthcare providers.
