

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester-V, Semester End Examination, January 2022
Business Management- DSE 4
Services Marketing 2(COD 115)

Duration: 2hrs

Max Marks: 80

Instructions: 1) All Questions Are Compulsory. However, Internal Choice is Available.

2) Answer Question 1 & 2 In Not More Than 100 Words Each.

3) Answer Question 3 To 6 in Not More than 400 Words Each

4) Figures to the Right Indicate Full Marks

Q 1) Answer the following :(any 4) (16)

1) Highlight the role of Tour Operator.

2) Write a note on Indian Railways.

3) Write a note on Systematic Investment Plan (SIP).

4) Write a note on Medical Tourism

5) Write a note on Credit Card.

6) Write a note on Savings Account

Q 2) Write short notes on (any 4) (16)

1) Burglary Insurance.

2) Reinsurance.

3) Health Insurance

4) Mobile Marketing

5) KPO

6) Green marketing.

Q3 A) State and explain the demand factors for Tourism Product in detail. (12)

OR

Q 3 X) Describe the various components of Hospitality Product.

Q 4 A) Highlight the importance of Bank Marketing.

OR

Q 4 X) State and explain any 6 types of Mutual Fund Schemes. (12)

Q 5 A) Describe the principles of Insurance in detail.

OR

Q 5 X) Describe the various types of Motor Insurance Policies. (12)

Q 6 A) Explain the fire insurance claim settlement process.

OR

Q 6 X) Describe the SWOT Analysis of Courier Industry. (12)
