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T.Y.B.Com. Semester V (CBCS) Ordinance
EXAMINATION MAY-2023
Business Management IV : Service Marketing II

[Time: 2 Hours]

[Max. Marks:80]

Instructions:

- 1) All questions are compulsory, however internal choice is available.
- 2) Answer sub-questions in Question No.1 and Question No.2 in not more than 100 words each.
- 3) Answer Question No.3 to question No.6, each in not more than 400 words.
- 4) Figures to the right indicate maximum marks allotted to the Questions /sub-questions.
- 5) Paper carries maximum of 80 marks

Q.1 Answer any four of the following:

16

- a. Features of eco-tourism.
- b. Role of travel agent in promoting Tourism.
- c. Concept of adventure tourism.
- d. Importance of bank marketing.
- e. Features of current account.
- f. Meaning of Systematic Investment Plan.

Q.2 Answer any four of the following:

16

- a. Concept of Burglary Insurance.
- b. Merits of Bancassurance.
- c. Importance of Reinsurance.
- d. Meaning and benefits of Business Process Outsourcing.
- e. Any two health service providers.
- f. Concept. Of courier services.

Q.3 a) Explain in brief the components of hospitality services.

12

OR

b) Explain in brief the marketing mix (7P's) of Airline services.

12

Q.4 a) Explain in brief the meaning and the types of mutual funds.

12

OR

b) Explain the meaning and features of overdraft facility and bill discounting.

12

Q.5 a) Explain in brief the basic principles of insurance.

12

OR

b) Explain in brief the meaning and procedure of obtaining a life insurance policy.

12

Q.6 a) Explain in brief the meaning of green marketing and the green marketing practices followed in service sectors.

12

OR

b) Explain in detail the meaning and benefits of Web Marketing.

12