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**T.Y.B.com Semester V (CBCS) Ordinance**  
**EXAMINATION November 2019**  
**Business Management 4 : Service Marketing II**

**[Duration : Two Hours]****[Total Marks :80]****Instructions:-**

- 1) All questions are compulsory, however internal choice is available.
- 2) Answer sub questions in question 1 and questions 2 in not more than 100 words each.
- 3) Answer questions from question 3 to questions 6 in not more than 400 words each.
- 4) Figures to the right indicate maximum marks to the questions.
- 5) Paper carries maximum 80 marks.

1. **Answer any four of the following:-** **(4x4=16)**
  - a) Explain the role of tour operator.
  - b) Explain any two pricing considerations of Indian railways.
  - c) Write a short note on "health tourism".
  - d) State the advantages of mutual fund investment
  - e) State the importance of bank marketing.
  - f) Write 2 points of difference between savings account and current account.
  
2. **Answer any four of the following:-** **(4x4=16)**
  - a) Fire insurance.
  - b) Motor insurance.
  - c) Reinsurance.
  - d) Courier services.
  - e) Green marketing.
  - f) LPO
  
3.
  - a) Explain the role played by the components of tourism product in developing tourism industry. **12**
  - b) Explain the various classifications of hotels. **12**
  
4.
  - a) Explain any two forms of lending undertaken by banks. **12**
  - b) Explain in brief the various types of mutual funds. **12**
  
5.
  - a) Explain the procedure for taking a life insurance policy. **12**
  - b) Discuss the landmark developments that has come about in insurance sector. **12**
  
6.
  - a) Discuss the providers of healthcare services. **12**
  - b) Explain the concept and benefits of web marketing. **12**