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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