



OM – 05

**B.Com. (Semester – VI) (Old Course) Examination, April 2017**

**Major – I : BUSINESS MANAGEMENT**

**Marketing of Services – II**

Duration : 2 Hours

Max. Marks : 80

- Instructions:**
- i) **All questions are compulsory.**
  - ii) **Answer sub-questions in question 1 and question 2 in not more than 100 words each.**
  - iii) **Answer questions from question 3 to question 6 in not more than 400 words each.**
  - iv) **Figures to the right indicate maximum marks to the questions.**
  - v) **Paper carries maximum 80 marks.**

1. Answer **any four** of the following : (4×4=16)
- a) What is a residential hotel ?
  - b) Explain the concept of Bank Marketing.
  - c) What role do travel agents perform to promote tourism ?
  - d) Mention any two components of hospitality product.
  - e) Mention any two types of Mutual Fund Schemes.
  - f) Write a short note on : Credit Cards.
2. Write short notes on **any four** of the following : (4×4=16)
- a) Green marketing practices.
  - b) Marine insurance.
  - c) Knowledge process outsourcing.
  - d) Cellular services.
  - e) Globalisation of services.
  - f) Need for insurance marketing.
3. A) Describe the demand factors for tourism product. 12
- OR
- B) Design a suitable marketing mix for airlines. 12

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4. A) Explain the measures adopted by RBI to regulate Indian economy. 12
- OR
- B) Explain the following deposit schemes offered by banks to the customers : 12
- Fixed Deposit
- Recurring Deposit.
5. A) Explain the following with reference to insurance marketing : 12
- i) Bancassurance
- ii) Cross selling.
- OR
- B) Describe any six principles of insurance. 12
6. A) Make a SWOT analysis of Indian speed post services. 12
- OR
- B) Explain the following computer network services : 12
- Internet
- E-mail.