



B.Com. (Semester – VI) Examination, April 2017
Major – I : BUSINESS MANAGEMENT
Services Marketing – II (New Course)

Duration : 2 Hours

Max. Marks : 80

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

1. Answer any four of the following : (4×4=16)
 - a) Explain any two components of a tourism product.
 - b) Explain any two functions of a travel agent.
 - c) Write a brief note on 'Health Tourism'.
 - d) What is a Systematic Investment Plan (SIP) ?
 - e) Discuss any two advantages of a 'Debit Card'.
 - f) Discuss any two advantages of a 'Recurring Deposit'.

2. Write short notes on any four of the following : (4×4=16)
 - a) Fire Insurance
 - b) Bank assurance
 - c) Cattle Insurance
 - d) Green Marketing
 - e) Media Services
 - f) Web Marketing.



3. a) State and explain any six demand factors for the tourism product. 12
- OR
- b) Explain the major decisions in the marketing of hotels. 12
4. a) Discuss the following bank products. 12
- i) Credit Card
- ii) Current Account.
- OR
- b) Discuss the following bank products : 12
- i) Fixed Deposit
- ii) Savings Account.
5. a) Explain the procedure for taking a life insurance policy. 12
- OR
- b) Write notes on the following : 12
- i) Marine Insurance
- ii) Cross Selling.
6. a) What is a BPO ? What advantages and disadvantages does it offer ? 12
- OR
- b) Discuss the SWOT analysis of Courier services. 12
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