



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

P.T.O.



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.