

B.Com. (Semester – VI) Examination, April/May 2019
Major 1 : BUSINESS MANAGEMENT
Services Marketing – II (New Course)

Duration : 2 Hours

Max. Marks : 80

- Instructions :** 1) **All** questions are **compulsory**, however internal choice is available.
- 2) Answer sub-questions in question no. 1 and question no. 2 in **not more than 100 words each**.
- 3) Answer questions from question no. 3 to question no. 6 in **not more than 400 words each**.
- 4) Figures to the **right** indicate maximum marks allotted to questions/sub-questions.

1. Answer **any four** of the following. (4×4=16)
- Explain any two components of Hospitality Product.
 - What is a 'Tourism Product' ?
 - Role of Travel Agents (any two points).
 - Brief profile of Indian Railways.
 - Write a note on Bill Discounting facility offered by Banks.
 - Explain 'Retail Loan' as a source of finance.
2. Write short notes on **any four** of the following : (4×4=16)
- Importance of Cross-Selling
 - Life Insurance
 - Cattle Insurance
 - Marine Insurance
 - KPOs
 - Health Care service providers.
3. a) Elaborate on 'Eco Tourism' and 'Adventure Tourism'. 12
- OR
- b) Explain any six demand factors for the tourism product.



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4. a) Distinguish between "Savings Account" and "Current Account" (any six points). 12

OR

b) Explain any six benefits of mutual fund investments.

5. a) Explain any six principles of Insurance. 12

OR

b) Discuss the advantages and disadvantages of 'Bancassurance'.

6. a) Discuss the Green Marketing practices followed in the service sector. 12

OR

b) Explain the role played by Media Services.

(4x4=16)

(4x4=16)

12

P.T.O.