



GTA – 06

B.Com. (Semester – VI) Examination, October/November 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 Question 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 demand factors for the tourism product.
 - b) Explain any two pricing considerations for Indian Railways.
 - c) Write a brief note on 'Adventure Tourism'.
 - d) What is an 'Overdraft facility' ?
 - e) Write a brief note on 'Bank Marketing'.
 - f) Discuss any two advantages of a 'Credit Card'.
2. Write short notes on **any four** of the following : (4×4=16)
 - a) Marine Insurance.
 - b) Motor Insurance.
 - c) Crop Insurance.
 - d) BPOs.
 - e) Green Marketing.
 - f) Web Marketing.

3. a) Explain the 'Marketing Mix' for airlines. 12

OR

- b) What is a 'hospitality product' ? Explain its components. 12

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4. a) Discuss the following bank products : **12**
 i) Recurring Deposit.
 ii) Retail Loans.

OR

- b) Explain any six benefits of mutual fund investment. **12**

5. a) Explain any six principles of insurance. **12**

OR

- b) Explain the procedure of settlement of a death claim with regard to life insurance policy. **12**

6. a) What is a KPO ? What advantages and disadvantages does it offer ? **12**

OR

- b) Write a note on 'Health Care Services and its providers'. **12**
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