



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

1. Answer **any four** of the following : (4×4=16)

- Explain any two demand factors for the tourism product.
- Explain any two pricing considerations for Indian Railways.
- Write a brief note on 'Adventure Tourism'.
- What is an 'Overdraft facility' ?
- Write a brief note on 'Bank Marketing'.
- Discuss any two advantages of a 'Credit Card'.

2. Write short notes on **any four** of the following : (4×4=16)

- Marine Insurance.
- Motor Insurance.
- Crop Insurance.
- BPOs.
- Green Marketing.
- 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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