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EXAMINATION OCTOBER 2019
Business Management Major I : Services Marketing-II

Duration : Two Hours]

[Max. Marks:80]

Instructions:-

- 1) **All** questions are compulsory, however internal choice is available .
- 2) Answer sub –questions in Question 1 and Question 2 in **not** more than **100 words each**.
- 3) Answer questions from Questions 3 to Question 6 in **not** more than **400 words each** .
- 4) Figures to the **right** indicate **maximum** marks allotted to questions / sub – questions.

- Q.1** Answer **any four** of the following **4X4=16**
- a) Explain any two demand factors influencing Tourism Product.
 - b) Explain any two components of Tourism Product.
 - c) Write a note on 'Health Tourism'.
 - d) Write a note on 'Eco Tourism'.
 - e) Distinguish between Fixed Deposit and Recurring Deposit (any two points).
 - f) Write a note on 'Overdraft Facility'.
- Q.2** Write short notes on **any four** of the following **4X4=16**
- a) Bancassurance
 - b) Landmark developments in Insurance sector in India
 - c) Motor Insurance
 - d) Crop Insurance
 - e) Green Marketing
 - f) Benefits of KPOs
- Q.3** a) Discuss the role of Tour Operators (any six points). **12**
- OR
- b) Explain the various components of Hospitality product.
- Q.4** a) What is a Credit Card'? Explain its advantages and disadvantages. **12**
- OR
- b) Explain the merits and demerits of an ATM card.
- Q.5** a) Elaborate on Fire Insurance and Marine Insurance. **12**
- OR
- b) Discuss the settlement procedure of life insurance claim.
- Q.6** a) What are the advantages and disadvantages of BPOs? **12**
- OR
- b) Elaborate on Web Marketing and Mobile Marketing.