



SK – 08

**B.Com. (Semester – VI) Examination, April 2018**  
**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 1 and Question 2 in **not** more than **100** words.  
3) Answer questions from Question 3 to 6 in not more than **400** words **each**.  
4) Paper carries maximum of 80 marks.  
5) Figures to the **right** indicate **maximum** marks to the question.

1. Answer **any four** of the following :

(4×4=16)

- a) Eco Tourism and Adventure Tourism
- b) Role of Tour operators and Travel Agents
- c) Hospitality Product – Meaning
- d) Pricing considerations for Indian Railways
- e) Bank Marketing
- f) Fixed deposits.

2. Answer **any four** of the following :

(4×4=16)

- a) Concept of Marine Insurance
- b) Crop Insurance
- c) Need for Insurance marketing in India
- d) Cross selling and Bancassurance
- e) Green marketing practices in service sector
- f) Web marketing.

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3. a) Explain the demand factors for tourism product. 12
- OR
- b) Discuss the marketing mix for airlines. 12
4. a) Explain the merits and demerits of savings account. 12
- OR
- b) Describe ATM cum debit card and credit card. 12
5. a) Explain the principles of insurance. 12
- OR
- b) Discuss the procedure for taking a life insurance policy. 12
6. a) Describe the merits and demerits of BPOs and KPOs. 12
- OR
- b) Explain SWOT analysis with regard to courier services. 12