

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.



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