



**B.Com. (Semester – VI) (Repeat) Examination, October 2016**  
**Major – 1 : BUSINESS MANAGEMENT (New Course)**  
**Services Marketing – II**

Duration : 2 Hours

Max. Marks : 80

**Instructions :** i) **All the 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 question 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) Components of tourism products.
- b) Eco tourism.
- c) Features of airlines (any two).
- d) Credit card.
- e) People mix for banking.
- f) SIP (Systematic Investment Plan).

2. Answer any four of the following :

(4×4=16)

- a) Importance of insurance.
- b) Cattle and crop insurance.
- c) Bancassurance.
- d) Web marketing.
- e) Adventure tourism.
- f) Health care services.



3. a) What role does tour operator plays in expansion of tourism activities ? 12
- OR
- b) Which factors are taken into consideration while fixing prices of railway products ? 12
4. a) Explain the meaning and advantages of ATM and current account. 12
- OR
- b) Explain any six traditional products offered by banks. 12
5. a) Explain :
- 1) Life Insurance
  - 2) Marine Insurance
  - 3) Fire Insurance. 12
- OR
- b) What are the recent landmark changes that have taken place in insurance sector ? 12
6. a) Explain the concept of BPO and KPO and explain their advantages. 12
- OR
- b) What is meant by SWOT analysis ? Elaborate the strength and weaknesses of any Courier Company/Service. 12