



OD -- 05

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

Duration : 2 Hours

Marks : 80

Instructions : I) **All 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 question 6 in not more than 400 words each.**

IV) **Figures to the right indicate maximum marks to the question.**

1. Write short notes on **any four** : 16

- a) Adventure Tourism.
- b) Pricing for Indian Railways.
- c) Role of Tour operators.
- d) Resort Hotels.
- e) The concept of ATM.
- f) Systematic Investment Plan.

2. Answer **any four** of the following : 16

- a) Importance of Fire Insurance.
- b) Write a short note on Vehicle insurance.
- c) Write a short note on E-mail.
- d) What is Web Marketing ?
- e) Explain the concept of Green Marketing.
- f) Meaning of BPO and KPO.

P.T.O.



3. a) Explain the meaning and components of Tourism Product. 12
- OR
- b) What is Hospitality Product ? Explain the components of the hospitality product. 12
4. a) Explain any six traditional financial products offered by the banks. 12
- OR
- b) Explain any three measures adopted by RBI as a regulatory mechanism to regulate the economy. 12
5. a) Explain meaning of Insurance and explain any five principles of insurance. 12
- OR
- b) Discuss the recent changes and emerging trends in the Indian Insurance Market. 12
6. a) Compare and contrast "Internet" and "Intranet." 12
- OR
- b) Give SWOT analysis of speed post as a Courier Service. 12