



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

Duration : 2 Hours

Max. Marks : 80

- Instructions :**
- All questions are compulsory.**
 - Answer sub-questions in question 1 and question 2 in **not more than 100 words.**
 - Answer questions from questions 3 to question 6 in **not more than 400 words.**
 - Figures to the **right** indicate **maximum** marks to the question.
 - Paper carries maximum **80** marks.

1. Write short notes on **any four** of the following. **(4×4=16)**

- Meaning of tourism.
- Health tourism.
- Any two features of Airline product.
- Tour operators.
- Bill discounting.
- Retail loans.

2. Write short notes on **any four** of the following. **(4×4=16)**

- Need for insurance marketing.
- Cross selling.
- Intranet.
- Courier services.
- Media services.
- Globalisation of services.



3. a) Discuss the marketing mix for airlines.

12

OR

b) Describe the demand factors for tourism product.

4. a) Explain any four monetary control techniques used by RBI.

12

OR

b) Discuss overdraft and reasons for taking overdraft facility.

5. a) State and explain any six principles of Insurance.

12

OR

b) Explain the types of Marine Insurance.

6. a) Describe the strength and weaknesses of speed post service.

12

OR

b) Discuss the merits and limitations of e-mail as network services.
