

301.

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
TY B.Com, Semester-V, Semester End Examination, January 2021  
Business Management- DSE 4  
Services Marketing

**Duration: 2hrs**

**Max Marks: 80**

**Instructions:**

- a) All Questions are Compulsory. However, Internal Choice is available.
- b) Answer Question 1 & 2 in not more than 100 words each.
- c) Answer Question 3 to 6 in not more than 400 words each
- d) Figures to the right indicate full marks

Q 1) Answer the following:(any 4) (16)

1. Highlight the functions of Travel Agent.
2. Write a note on Indian Railways.
3. Write a note on Systematic Investment Plan (SIP).
4. Write a note on Adventure Tourism
5. Write a note on ATM cum Debit Card.
6. Distinguish between Savings Account and Current Account.

Q 2) Write short notes on (any 4) (16)

1. Crop Insurance.
2. Reinsurance.
3. Motor Insurance
4. Web Marketing
5. BPO
6. Green marketing.

Q 3 A) State and explain the various components of tourism product. (12)

OR

Q 3 X) Describe the various types of hotels.

Q 4 A) What do you mean by Bank Marketing? Explain the importance of bank marketing. (12)

OR

Q 4 X) State and explain any 6 types of Mutual Fund Schemes.

Q 5 A) Describe the principles of Insurance in detail.

OR

Q 5 X) Describe the fire insurance claim settlement process. (12)

Q 6 A) Define Health. Explain the various health care providers.

OR

Q 6 X) Describe the SWOT Analysis of Courier Industry. (12)