



GTA – 06

B.Com. (Semester – VI) Examination, October/November 2017

Major – I : BUSINESS MANAGEMENT

Services Marketing – II (New Course)

Duration : 2 Hours

Max. 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 questions 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) Explain any two demand factors for the tourism product.

b) Explain any two pricing considerations for Indian Railways.

c) Write a brief note on 'Adventure Tourism'.

d) What is an 'Overdraft facility' ?

e) Write a brief note on 'Bank Marketing'.

f) Discuss any two advantages of a 'Credit Card'.

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

a) Marine Insurance.

b) Motor Insurance.

c) Crop Insurance.

d) BPOs.

e) Green Marketing.

f) Web Marketing.

3. a) Explain the 'Marketing Mix' for airlines. **12**

OR

b) What is a 'hospitality product' ? Explain its components. **12**

P.T.O.



4. a) Discuss the following bank products : 12
i) Recurring Deposit.
ii) Retail Loans.

OR

- b) Explain any six benefits of mutual fund investment. 12
5. a) Explain any six principles of insurance. 12

OR

- b) Explain the procedure of settlement of a death claim with regard to life insurance policy. 12

6. a) What is a KPO ? What advantages and disadvantages does it offer ? 12

OR

- b) Write a note on 'Health Care Services and its providers'. 12

P.T.O.
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12