



B.Com. (Semester – VI) Examination, April 2018
Major – 1 : BUSINESS MANAGEMENT
Services Marketing – II (New Course)

Duration : 2 Hours

Max. Marks : 80

- Instructions :**
- 1) **All questions are compulsory, however internal choice is available.**
 - 2) **Answer sub-questions in Question 1 and Question 2 in not more than 100 words.**
 - 3) **Answer questions from Question 3 to 6 in not more than 400 words each.**
 - 4) **Paper carries maximum of 80 marks.**
 - 5) **Figures to the right indicate maximum marks to the question.**

1. Answer **any four** of the following : **(4x4=16)**
 - a) Eco Tourism and Adventure Tourism
 - b) Role of Tour operators and Travel Agents
 - c) Hospitality Product – Meaning
 - d) Pricing considerations for Indian Railways
 - e) Bank Marketing
 - f) Fixed deposits.

2. Answer **any four** of the following : **(4x4=16)**
 - a) Concept of Marine Insurance
 - b) Crop Insurance
 - c) Need for Insurance marketing in India
 - d) Cross selling and Bancassurance
 - e) Green marketing practices in service sector
 - f) Web marketing.



3. a) Explain the demand factors for tourism product. 12
- OR
- b) Discuss the marketing mix for airlines. 12
4. a) Explain the merits and demerits of savings account. 12
- OR
- b) Describe ATM cum debit card and credit card. 12
5. a) Explain the principles of insurance. 12
- OR
- b) Discuss the procedure for taking a life insurance policy. 12
6. a) Describe the merits and demerits of BPOs and KPOs. 12
- OR
- b) Explain SWOT analysis with regard to courier services. 12