

SERVICES MARKETING II (UCOD115)

Semester: V

Duration: 2 Hours

Max Marks: 80

Instructions:

1. All questions are compulsory, having internal choice.
 2. Figures to the right indicate maximum marks allotted.
 3. Answer each main question on a fresh page.
 4. Answer sub-questions in Q.1 and Q.2 in not more than 100 words each.
 5. Answer sub-questions in Q.3 to Q.6 in not more than 400 words each.
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Q.1. Write a short note on the following (**ANY FOUR**) (4×4=16)

- a) Hospitality product
- b) Eco tourism
- c) Tourism services
- d) Recurring deposit
- e) Debit cards
- f) Systematic investment plan

Q.2. Write a short on the following (**ANY FOUR**) (4×4=16)

- a) Nature of insurance
- b) Banc assurance
- c) Crop insurance
- d) Benefits of web marketing
- e) Green marketing
- f) Knowledge Process Outsourcing

Q.3. Answer **ANY ONE** of the following (1×12=12)

- a) What is tourism product? Explain the different components of tourism product.
- b) Elaborate on the different classification of hotels.

Q.4. Answer **ANY ONE** of the following (1×12=12)

- a) What is a mutual fund? Explain its advantages in detail.
- b) Discuss retail loans and overdraft facility offered by banks.

Q.5. Answer **ANY ONE** of the following (1×12=12)

- a) Write a detail note on types of marine insurance policies.
- b) Explain the eight basic principles of insurance.

Q.6. Answer **ANY ONE** of the following (1×12=12)

- a) Discuss the different providers of health care services.
 - b) What is Business Process Outsourcing? Explain its advantages and disadvantages.
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