



B.Com. (Semester – VI) Examination, April 2016
Major – 1 : 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 question 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) Role of Transport in Expansion of tourism sector.
- b) Adventure tourism.
- c) Usefulness of ATM cum Debit Card.
- d) Systematic Investment Plan (SIP).
- e) Importance of Banking.
- f) Components of hospitality (any two points).

2. Answer **any four** of the following :

(4×4=16)

- a) Importance of Insurance.
- b) Health Insurance.
- c) Cross-selling.
- d) Eco-tourism.
- e) KPO (Knowledge Process Outsourcing).
- f) Media services.



3. a) "Tour operators help prospective travellers not only to book their tickets but for other travel related activities also". Explain by giving any six functions of tour operators. 12

OR

- b) Mr. Navin wants to start his own Airline service. Help him by formulating a marketing mix for his airline. 12

4. a) Explain any six traditional service products that are offered by the banks. 12

OR

- b) Explain the term Credit Card. Mention its advantages and disadvantages. 12

5. a) Insurance business runs on certain principles. Explain any six Principles of Insurance. 12

OR

- b) After 1991, there are lots of landmark changes in the Insurance sector. Explain these landmarks developments. 12

6. a) Explain the meaning of green marketing. How is green marketing advantageous ? 12

OR

- b) Explain the meaning of courier services and state the weakness and opportunities of any of courier service in this competitive market. 12