



B.Com. (Semester – VI) (Repeat) Examination, October 2015
Major – 1 : BUSINESS MANAGEMENT
Marketing of Services – II

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 Question 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. Write short notes on **any four** of the following : 16
 - a) Any two components of a tourism product.
 - b) Health tourism.
 - c) Adventure tourism.
 - d) Any two factors influencing railway pricing.
 - e) SIP.
 - f) Any two advantages of a 'Recurring Deposit'.
2. Write short notes on **any four** of the following : 16
 - a) Any two features of insurance.
 - b) Bancassurance.
 - c) Any two strengths of speed post.
 - d) Any two advantages of intranet to an organisation.
 - e) Knowledge process outsourcing.
 - f) Globalisation of services.
3. a) Discuss the meaning and components of 'Hospitality Services'. 12

OR

 - b) Elaborate on the marketing mix of airlines.



4. a) State and explain any six advantages of a credit card to the credit card holder. 12
OR
b) Elaborate on any four monetary control techniques used by RBI.
5. a) State and explain any six principles of insurance. 12
OR
b) Explain any four types of Life Insurance Policies.
6. a) Elaborate on E-mail and web marketing as network services. 12
OR
b) What are courier services ? Discuss the weaknesses and threats faced by the Speed Post Service of India Post.