



**B.Com. (Semester – VI) Examination, April/May 2019**  
**Major 1 : BUSINESS MANAGEMENT**  
**Services Marketing – II (New Course)**

Duration : 2 Hours

Max. Marks : 80

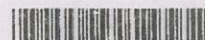
- Instructions :** 1) **All** questions are **compulsory**, however internal choice is available.
- 2) Answer sub-questions in question no.1 and question no. 2 in **not more than 100 words each**.
- 3) Answer questions from question no. 3 to question no. 6 in **not more than 400 words each**.
- 4) Figures to the **right** indicate maximum marks allotted to questions/sub-questions.

1. Answer **any four** of the following. (4×4=16)
- a) Explain any two components of Hospitality Product.
  - b) What is a 'Tourism Product' ?
  - c) Role of Travel Agents (any two points).
  - d) Brief profile of Indian Railways.
  - e) Write a note on Bill Discounting facility offered by Banks.
  - f) Explain 'Retail Loan' as a source of finance.
2. Write short notes on **any four** of the following : (4×4=16)
- a) Importance of Cross-Selling
  - b) Life Insurance
  - c) Cattle Insurance
  - d) Marine Insurance
  - e) KPOs
  - f) Health Care service providers.
3. a) Elaborate on 'Eco Tourism' and 'Adventure Tourism'. 12
- OR
- b) Explain any six demand factors for the tourism product.



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4. a) Distinguish between "Savings Account" and "Current Account" (any six points).

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OR

- b) Explain any six benefits of mutual fund investments.

5. a) Explain any six principles of Insurance.

12

OR

- b) Discuss the advantages and disadvantages of 'Bancassurance'.

6. a) Discuss the Green Marketing practices followed in the service sector.

12

OR

- b) Explain the role played by Media Services.