

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,  
NUVEM-GOA**

**SEMESTER END EXAMINATION, JANUARY 2021**

**Semester: V of T.Y.B. Com**

**Course name & Code: COD115- Major IV – Services Marketing-II (DSE 4)**

**Total marks: 80    Date:            Duration: Two Hours    Total No of pages: 02**

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*Instructions: 1. All questions are compulsory*

*2. Figures to the right indicate marks.*

- Q.1**            Answer any **FOUR** questions from the following (4 x 4)
- i.      Write a short note on Adventure Tourism.
  - ii.     Write a short note on Eco-Tourism.
  - iii.    What are the functions performed by a travel agency? **(16)**
  - iv.    Why is bank marketing important?
  - v.     What benefits does a person get if he obtains a credit card?
  - vi.    Write a short note on the cash credit facility offered by a bank.
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- Q2.**            Answer any **FOUR** questions from the following (4 x 4)
- i.      What is meant by the term Crop insurance?
  - ii.     Explain the concept of green marketing in Banking and Insurance.
  - iii.    Mention any four merits of Re-insurance **(16)**
  - iv.    Briefly explain the concept of BPO
  - v.     Write a short note on Cross Selling
  - vi.    What is Web Marketing?
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- Q3.**    a.      What are the major decisions taken when marketing a hotel?
- OR **(12)**
- b.      Describe the marketing mix of airlines.
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- Q4.**    a.      What are retail loans? What are the different types of retail loans offered by banks?
- OR **(12)**
- b.      Explain the features of the bank overdraft facility and the different ways in which a customer can avail overdraft facility from a bank.
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- Q5.**    a.      What is Marine Insurance? Explain the various types of marine insurance policies. **(12)**
- OR

- b. What is Bancassurance? Explain its merits and demerits.

**Q6.** a. What is an LPO? Discuss its advantages and disadvantages.

OR

- b. Explain the concept of KPO. State and explain its merits and demerits

**(12)**

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