

Saraswat Vidyalya's  
Sridora Caculo College of Commerce & Management Studies  
Khorlim, Mapusa – Goa  
TYB.COM – FIFTH SEMESTER END EXAMINATION – JANUARY 2021  
(W.E.F- 2019-20)  
Business Management Major IV : Service Marketing II

[Duration: Two Hours]

[Total Marks 80]

**Instructions:-**

1. All questions are **compulsory**, however internal choice is available.
2. Answer sub questions in question 1 and question 2 in not more than **100 words each**.
3. Answer questions from question 3 to question 6 in not more than **400 words each**.
4. Figures to the right indicate maximum marks to the questions.

**Q1) Answer any four of the following:-**

**(4x4=16)**

- a) Explain the role of travel agent.
- b) Explain dynamic pricing considerations for Indian railways.
- c) Write a short note on "Eco tourism".
- d) Explain any two advantages of mutual fund investment.
- e) Explain any two forms of lending undertaken by banks.
- f) Write 2 points of difference between savings account and current account.

**Q2) Answer any four of the following:-**

**(4x4=16)**

- a) Fire Insurance
- b) Crop insurance
- c) Reinsurance
- d) Courier services
- e) Web Marketing
- f) BPO

**Q3) a) Explain the meaning and components of hospitality products**

**(12)**

**OR**

**b) Discuss the various classifications of hotels.**

**(12)**

**Q4) a) Explain the meaning of credit card and its benefit to all concerned parties**

**(12)**

**OR**

**b) Explain in brief the various types of mutual funds.**

**(12)**

**Q5) a) Explain the claim settlement procedure in case of a life insurance policy.**

**(12)**

**OR**

**b) Explain the meaning and principles of insurance**

**(12)**

**Q6) a) Explain the meaning and advantages of Knowledge Process Outsourcing**

**(12)**

**OR**

**b) Explain the meaning and practices of green marketing in service sector.**

**(12)**