

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)