

**SARASWAT VIDYALYA'S**  
**SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES**  
**KHORLIM, MAPUSA – GOA**  
**B.COM FIFTH SEMESTER END EXAMINATION (REPEAT) – JUNE 2022**  
**(W.E.F 2019-20 CBCS)**

**SUBJECT: BUSINESS MANAGEMENT MAJOR: SERVICE MARKETING II (DSE 4)**  
**[Duration: Two 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 Question No. 3 to Question no. 6 in not more than **400 words each**.
4. Figures to the **right** indicate **maximum** marks allotted to the questions.

**Q1.** Answer **any four** questions from the following: **(4X4 = 16)**

- a) Explain the role of a tour operator.
- b) Explain the components of the tourism product.
- c) Elaborate on the different kinds of services offered by airline companies apart from transport.
- d) What are the benefits of credit cards to merchants?
- e) Explain systematic investment plans (SIPs).
- f) List out the advantages of mutual funds.

**Q2.** Answer **any four** questions from the following: **(4X4 = 16)**

- a) Explain the concept of insurance with an example.
- b) What is fire insurance? List out four different types of fire insurance policies.
- c) Discuss about the concept of motor insurance.
- d) Write a short note on business process outsourcing (BPO).
- e) Explain the concept of Reinsurance.
- f) List out some of the major companies in the courier service industry in India.

**Q3.** a) Write a note about the different emerging trends in tourism (Eco tourism, adventure tourism, health tourism) (12)

OR

b) Discuss the various classifications of hotels. (12)

**Q4.** a) What are mutual funds? Explain any six different types of mutual funds. (12)

OR

b) Explain the different types of services and products provided by Banks. (12)

**Q5.** a) Explain the principles of insurance. (12)

OR

b) Explain the process of settlement of claim for life insurance in the case of death of the insured. (12)

**Q6.** a) What are the advantages and disadvantages of legal process outsourcing (LPO). (12)

OR

b) What do you understand about green marketing? What are the initiatives taken by various service sectors in green marketing. (12)

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