

SARASWAT VIDYALYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA – GOA
B.COM – FIFTH SEMESTER END EXAMINATION – JANURARY 2022
(W.E.F 2018-19 CBCS)
SUBJECT: DSE 4 – SERVICE MARKETING II

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

- a) Explain the role of travel agent.
- b) What do you understand by adventure tourism?
- c) Explain any two demand factors for tourism.
- d) List out the different types of banking products available in India.
- e) Explain any two different types of mutual funds.
- f) Explain any two forms of lending (advances).

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

- a) Explain any two types of marine insurance.
- b) Discuss about the concept of motor insurance.
- c) Write in brief about health insurance.
- d) Write in brief about web marketing.
- e) Explain the concept of insurance. What do you mean by sum assured and subject matter?
- f) Write a short note on legal process outsourcing (LPO).

Q3. a) Discuss the various classifications of hotels (12)

OR

b) What do you understand by tourism services? Explain the meaning of tourism products and its components. (12)

Q4. a) Explain the concept of credit cards and its benefits to all concerned parties. (12)

OR

b) What do you understand by systematic investment plans? Explain its advantages and disadvantages. (12)

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

OR

b) What do you understand by re-insurance? Explain the importance of re-insurance. (12)

Q6. a) Write a note on Bancassurance. What are the advantages and disadvantages of bancassurance? (12)

OR

b) What is green marketing? What are the initiatives taken by various service sectors in green marketing. (12)

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