

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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