**Saraswat Vidyalya’s**

**Sridora Caculo College of Commerce & Management Studies**

**Khorlim, Mapusa – Goa**

**B.COM – FIFTH SEMESTER END SPECIAL EXAMINATION – MARCH 2022**

**(W.E.F 2019-20 CBCS)**

**SUBJECT: DSE 4 – SERVICE MARKETING II**

**[Duration: Two Hours] [Max. Marks: 80]**

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| **Instructions:** |
| 1. **All** Questions are **compulsory**, however internal choice is available |
| 1. Answer sub-questions in Question no. 1 and Question no. 2 in not more than **100 words each**. |
| 1. Answer Question No. 3 to Question no. 6 in not more than **400 words each**. |
| 1. 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 tour operator. |  |
|  | b) | What do you understand by health tourism? |  |
|  | c) | Explain any two demand factors for tourism. |  |
|  | d) | Explain any two forms of lending (advances). |  |
|  | e) | List out the advantages of mutual funds. |  |
|  | f) | Explain any two different types of banking products available in India. |  |

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| **Q2.** | Answer **any four** questions from the following: | | **(4X4 = 16)** |
|  | a) | Explain any two types of non-life insurance. |  |
|  | b) | Discuss about the concept of life insurance. |  |
|  | c) | Write in brief about crop insurance. |  |
|  | d) | Explain the concept of health care services. |  |
|  | e) | Write in brief about web marketing. |  |
|  | f) | Write a short note on Business process outsourcing (BPO). |  |

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| **Q3.** | a) | Discuss the various classifications of hotels. | **(12)** |
|  |  | OR |  |
|  | b) | What are airline services? Explain the different categories and products of airline services. | **(12)** |

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| **Q4.** | a) | What do you understand by systematic investment plans? Explain its advantages and disadvantages | **(12)** |
|  |  | OR |  |
|  | b) | What are mutual funds? Explain any six different types of mutual funds. | **(12)** |

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| **Q5.** | a) | Explain the different types of marine insurance. | **(12)** |
|  |  | OR |  |
|  | b) | Explain the principles of insurance. | **(12)** |

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| **Q6.** | a) | What is Legal Process Outsourcing (LPO)? What are its advantages and disadvantages? | **(12)** |
|  |  | OR |  |
|  | b) | What are courier services? Discuss any five major players in courier industry of India. | **(12)** |

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