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**T.Y. B.Com. (CBCS) (Semester-V)**  
**EXAMINATION NOVEMBER 2022**

**Business Management IV**  
**Services Marketing II**

[Duration : 2 Hours]

[Total 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, each in not more than 400 words
- 4) Figures to the right indicate maximum marks allotted to the questions/sub-questions.
- 5) Paper carries maximum of 80 marks.

- Q.1 Answer any **four** of the following: 16
- a. Features of airline products.
  - b. Role of tour operator.
  - c. Concept of health tourism.
  - d. Benefits of ATM cum debit cards.
  - e. Features of Overdraft facility.
  - f. Importance of Systematic Investment Plan.
- Q.2 Answer any **four** of the following. 16
- a. Meaning of Life Insurance.
  - b. Types of Marine Insurance policies.
  - c. Concept of Motor Insurance.
  - d. Benefits of Web Marketing.
  - e. Any one service sector that practices green marketing.
  - f. Merits of Business process outsourcing.
- Q.3 a) Explain in brief the demand factors of tourism product. 12
- OR**
- b) Explain in brief the components of Tourism product/services 12
- Q.4 a) Explain in brief the meaning and benefits of recurring deposit and fixed deposit. 12
- OR**
- b) Explain in brief the meaning and types of mutual funds. 12
- Q.5 a) Explain in brief the procedure for settlement of claims in case of life insurance. 12
- OR**
- b) Explain in brief the meaning, merits and demerits of Bancassurance 12

- Q.6 a) Explain in brief the meaning of health care services and the providers of health care services. 12

OR

- b) Explain in detail the meaning, benefits and limitations of KPO's and LPO's. 12