

Total No. of Printed Pages:2

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