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T.Y.B.Com. Semester V (CBCS) Ordinance
EXAMINATION MAY-2023
Business Management IV : Service Marketing II

[Time: 2 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, 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 eco-tourism.
 - b. Role of travel agent in promoting Tourism.
 - c. Concept of adventure tourism.
 - d. Importance of bank marketing.
 - e. Features of current account.
 - f. Meaning of Systematic Investment Plan.
- Q.2** Answer any **four** of the following: **16**
- a. Concept of Burglary Insurance.
 - b. Merits of Bancassurance.
 - c. Importance of Reinsurance.
 - d. Meaning and benefits of Business Process Outsourcing.
 - e. Any two health service providers.
 - f. Concept. Of courier services.
- Q.3** a) Explain in brief the components of hospitality services. **12**
- OR**
- b) Explain in brief the marketing mix (7P's) of Airline services. **12**
- Q.4** a) Explain in brief the meaning and the types of mutual funds. **12**
- OR**
- b) Explain the meaning and features of overdraft facility and bill discounting. **12**
- Q.5** a) Explain in brief the basic principles of insurance. **12**
- OR**
- b) Explain in brief the meaning and procedure of obtaining a life insurance policy. **12**
- Q.6** a) Explain in brief the meaning of green marketing and the green marketing practices followed in service sectors. **12**
- OR**
- b) Explain in detail the meaning and benefits of Web Marketing. **12**