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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