

SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMNT STUDIES
KHORLIM, MAPUSA, GOA.
T.Y.BCOM FIFTH SEMESTER END EXAMINATION NOVEMBER 2023

BUSINESS MANAGEMENT MAJOR IV: SERVICE MARKETING-II

[Duration: Two Hours]
(W.E.F 2019-20) (CBCS)

[Max Marks: 80]
Total No. of Printed Pages: 01

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.

- Q1. Answer any **four** of the following: (4X4=16)
- a. Role of tour operators in promoting Tourism.
 - b. Concept of Eco-tourism.
 - c. Features of Savings account.
 - d. Bank overdraft.
 - e. Features of airlines products.
 - f. Mutual Fund.
- Q2. Answer any **four** of the following : (4X4=16)
- a. Fire Insurance.
 - b. Cross Selling.
 - c. Reinsurance.
 - d. Knowledge process outsourcing.
 - e. Web Marketing.
 - f. Courier services.
- Q.3 a) Explain in brief the components of Tourism product/services. (12)
- OR**
- b) Explain in brief the marketing mix(7P's) of Airline services. (12)
- Q4 a) Explain the meaning and importance of bank marketing. (12)
- OR**
- b) Explain the meaning and features of overdraft facility and bill discounting. (12)
- Q5 a) Explain in brief the basic principles of insurance. (12)
- OR**
- b) Explain in brief the procedure for settlement of claims in case of life insurance. (12)
- Q6 a) What is Green marketing ? Explain the green marketing practices in service sector . (12)
- OR**
- b) Explain in detail the meaning , benefits and limitations of Legal Process Outsourcing. (12)

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