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**T.Y.B.Com Semester V (CBCS) Ordinance
EXAMINATION APRIL 2024
Business Management IV : Service Marketing II**

[Time: 2:00 Hours]

[Max. Marks:80]

- Instructions:**
- a) All questions are compulsory; however internal choice is available.
 - b) Answer sub questions Q1 and Q2 in not more than 100 words each.
 - c) Answer Q3 to Q6 in not more than 400 words.
 - d) Figures to the right indicate maximum marks.

Q1 Answer any four of the following:

(4x4=16)

- a. Features of Health Tourism.
- b. Concept of Adventure Tourism.
- c. Role of Tour Operators.
- d. Importance of Bank Marketing.
- e. Features of Overdraft Facilities.
- f. Benefits of Recurring Deposits.

Q2 Answer any four of the following:

(4x4=16)

- a. Importance of Reinsurance.
- b. Meaning of Life Insurance.
- c. Features of Crop Insurance.
- d. Meaning of Knowledge Process Outsourcing.
- e. Concept of Media Services.
- f. Meaning of Courier Services.

Q3 a. Explain in brief various components of Hospitality Industry.

12

OR

b. Describe in brief the 7P's of marketing mix in Airlines Services.

12

Q4 a. Summarize the features and benefits of ATM cum debit cards.

12

OR

b. There are various types of Mutual funds available for investments. Discuss.

12

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Q5 a. Explain in brief the meaning and types of Fire Insurance policies. **12**

OR

b. The Principles of Insurance are followed in an insurance contract. Describe any four. **12**

Q6 a. Green Marketing philosophy promotes eco-friendly services. Explain any three service sectors promoting Green Marketing. **12**

OR

b. Write in brief the role of any four Health Care Service providers. **12**