

PREVIOUS QUESTION PAPER
Sixth Semester B.Com Examination, June 2009
SERVICES MANAGEMENT

Time: 3 Hrs.

Max. Marks: 90

Section A

1. Answer any TEN sub-questions. Each sub-question carries 2 marks

(10x2 = 20)

- a) Define service management.
- b) Give the meaning of event management.
- c) Name any four professional services.
- d) What is delivery services in cyber space ?
- e) Who is a foreign tourist ?
- f) Expand IRDA.
- g) What do you mean by tourism management ?
- h) What is a hotel ?
- i) Give the meaning of life insurance.
- j) What is floating interest rate in housing finance ?
- k) Give the meaning of customer satisfaction.
- l) What do you mean by development bank ?

Section B

Answer any FIVE of the following. Each question carries 5 marks (5x5= 25)

2. Analyse the reasons for growth of service sector.
3. What is travel organisation State its functions.
4. Give a brief note on service delivery through the intermediaries.
5. Write how "word of mouth" can influence the tourists.
6. Give a note on service mix of hotel.
7. Write a note on marine insurance.
8. Briefly explain promotion research in banks.
9. Give a brief note on strategic marketing plan in case of mutual funds.

Section C

Answer any THREE of the following. Each question carries 15 marks (15x3=45)

0. Explain in detail characteristic features of services.
1. Discuss in detail 'targeting customer'
2. Write a explanatory note on marketing mix in case of airline service.
3. Explain the evolution of hotels.
4. Write explanatory note on :
 - a) Mediclaim Policy
 - b) Accident Benefit Policy
 - c) Videsh Yatra Mitra Policy.