



MS – 467

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VI Semester B.Com. Examination, May 2016
(Semester Scheme) (Repeaters) (Prior to 2014-15)
COMMERCE

Paper – 6.4 : Service Management
(100 Marks – 2013-14 Only/ 90 Marks – Prior to 2013-14)

Time : 3 Hours

Max. Marks : 90/100

- Instructions :** 1) Answer should be written **completely** either in **English** or
in **Kannada**
2) Section **A, B** and **C** – **Common** for all the students.
3) Section – **D Compulsory** for **100** marks paper.

SECTION – A

1. Answer **any 10** sub-questions **Each** sub-question carries **2** marks. (2×10=20)
- What do you mean by Service Management ?
 - Give the meaning of life insurance.
 - Expand IRDA.
 - What is heritage hotel ?
 - Who is a foreign tourist ?
 - What is CORE Banking ?
 - How a service can be delivered through cyber space ?
 - What is cyber space ?
 - Expand RRBs.
 - Name any four Professional Services.
 - Give the meaning of fund of funds.
 - What do you mean by Foreign Banks ?

SECTION – B

Answer **any 5** questions, **each** question carries **5** marks. (5×5=25)

- What are the features of whole life policy ?
- Briefly explain the role of technology in Banking

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4. Distinguish between goods and services.
5. Discuss the objectives of Bank Marketing.
6. Explain the characteristics of services.
7. Analyse the reasons for growth of service sector.
8. Explain the guest cycle.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **15** marks. **(15×3=45)**

9. Explain the growth of Mutual Funds in India.
10. What are the factors that influence the growth and development of tourism in India ?
11. What is Service Marketing Mix ? Explain the service marketing mix of hotel industry.
12. Explain General insurance and Life insurance.
13. Who are the major players in the disbursement of home loans ? Explain.

SECTION – D

Answer the following question. **Compulsory for 100 marks students.** **(1×10=10)**

14. Explain the various types of services.