



MS – 420

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VI Semester B.Com. Examination, May/June 2014  
(Semester Scheme) (Repeaters)  
(Prior to 2013-14)  
**COMMERCE**  
**Paper 6.4 : Services Management**

Time : 3 Hours

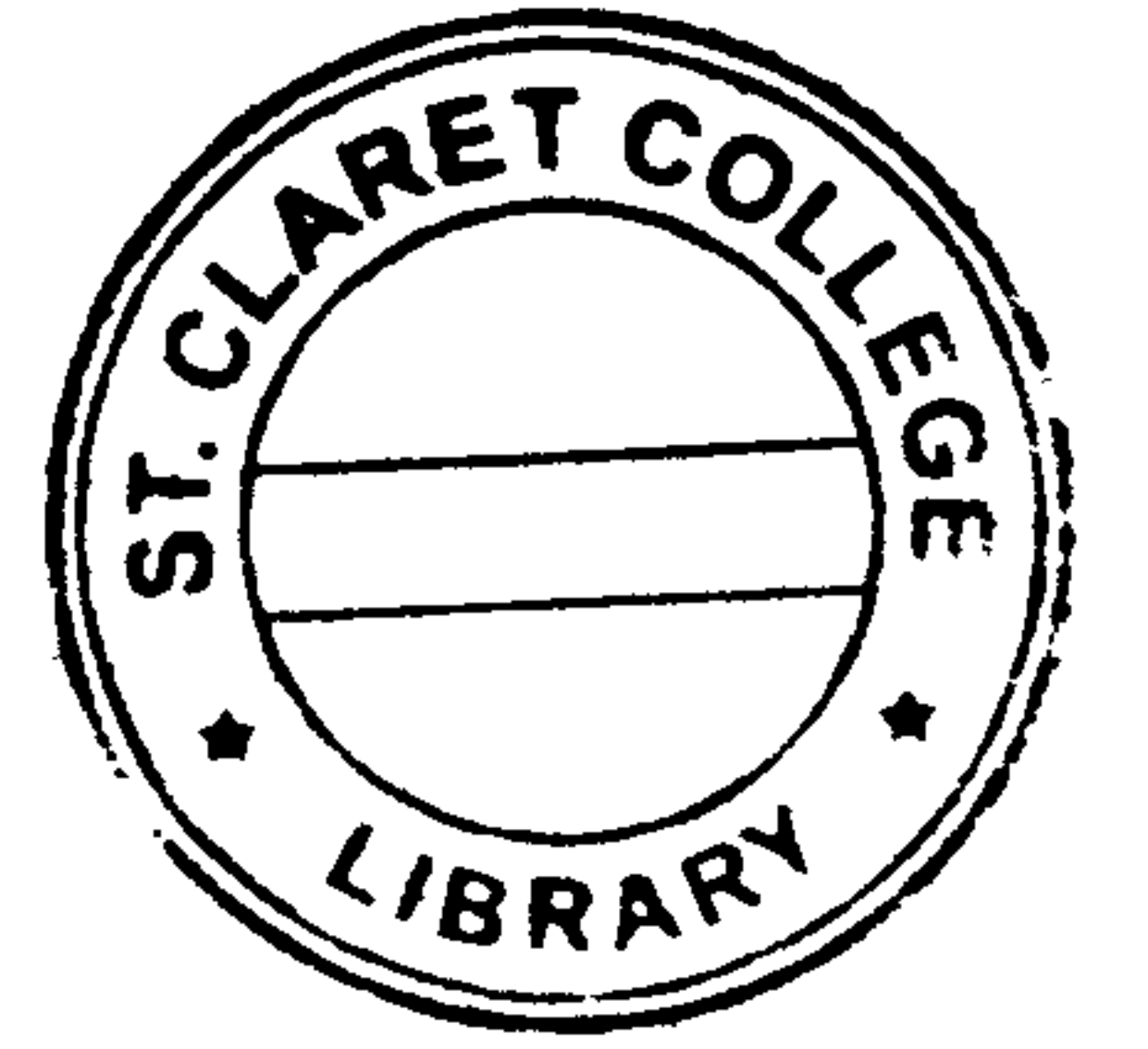
Max. Marks : 90

**Instruction :** Answer should be either **completely in English** or in **Kannada**.

SECTION – A

Answer **any ten** sub questions. **Each** sub question carries **two** marks. (10×2=20)

1. a) Give the meaning of Services Management.
- b) What is Marine Insurance ?
- c) Who is a customer ?
- d) Give the meaning of Mutual Funds.
- e) Name any four services.
- f) Who is a Foreign Tourist ?
- g) List out any four Mutual Fund Schemes.
- h) What is Hotel ?
- i) Give the meaning of Customer Satisfaction.
- j) Expand : HUDCO and LIC.
- k) What are foreign banks ?
- l) Give the meaning of IRDA.



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## SECTION – B

Answer **any five** questions. **Each** question carries **five** marks.

(5×5=25)

2. What are the functions of travel agents ?
3. Distinguish between goods and services.
4. What are the merits of E-Banking ?
5. Explain the guest cycle.
6. What are the objectives of National Housing Bank (NHB) ?
7. State the elements of Mutual Fund Marketing.
8. Write a brief note on Air-Services in India.
9. Explain briefly on 'Whole Life Policy'.

## SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15=45)

10. Explain various Mutual Fund Schemes.
11. Discuss in detail the characteristic features of services.
12. Explain the marketing mix of services management.
13. What is Housing Finance ? Explain briefly housing financial intermediaries in India.
14. Write a note on :
  - a) Money Back Policy
  - b) Personal Accident Policy
  - c) Mediclaim Policy.