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MS - 417

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

Time : 3 Hours

Max. Marks : 90

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

SECTION - A

1. Answer **any ten** sub-questions. **Each** sub question carries **two** marks. (10x2=20)
- Define Services.
 - Give any four samples of services.
 - What do you mean by market segmentation ?
 - What is "Zone of Tolerance" ?
 - Expand NHB and GIC.
 - Mention any four private sector life insurance business.
 - What are foreign banks ?
 - What do you mean by Tourism management ?
 - How does life insurance differ from general insurance ?
 - What is meant by occupancy rate in hotel industry ?
 - Give the classification of water transport.
 - Mention the risks covered under Videsh Yathra Policy.

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SECTION – B

Answer **any five** of the following. **Each** question carries **five** marks.

(5×5=25)

2. Mention any five differences between goods and services.
3. Explain the various factors influencing pricing services.
4. Briefly analyse the role of services in an Economy.
5. “Electronic channels are more effective than human oriented channels in service delivery”. Discuss.
6. What are the merits of E-Banking ?
7. Give any five guidelines to be followed while making investment in Mutual funds.
8. Write a brief note on the stages of Guest cycle.
9. Give brief explanation on the different products of general insurance.

SECTION – C

Answer **any three** of the following. **Each** question carries **fifteen** marks.

(3×15=45)

10. Explain the characteristics of services.
11. Explain the various Life Insurance products.
12. What is Housing finance ? Explain briefly the Housing Intermediaries in India.
13. Discuss the nature and significance of Tourism.
14. Write explanatory note on :
 - a) Travel agencies
 - b) Rail-Road Co-ordination
 - c) Package tours