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VI Semester B.Com. Examination, May/June 2014
(Fresh) (Semester Scheme) (2013-2014 Only)

COMMERCE

Paper – 6.4 : Services Management

Time : 3 Hours

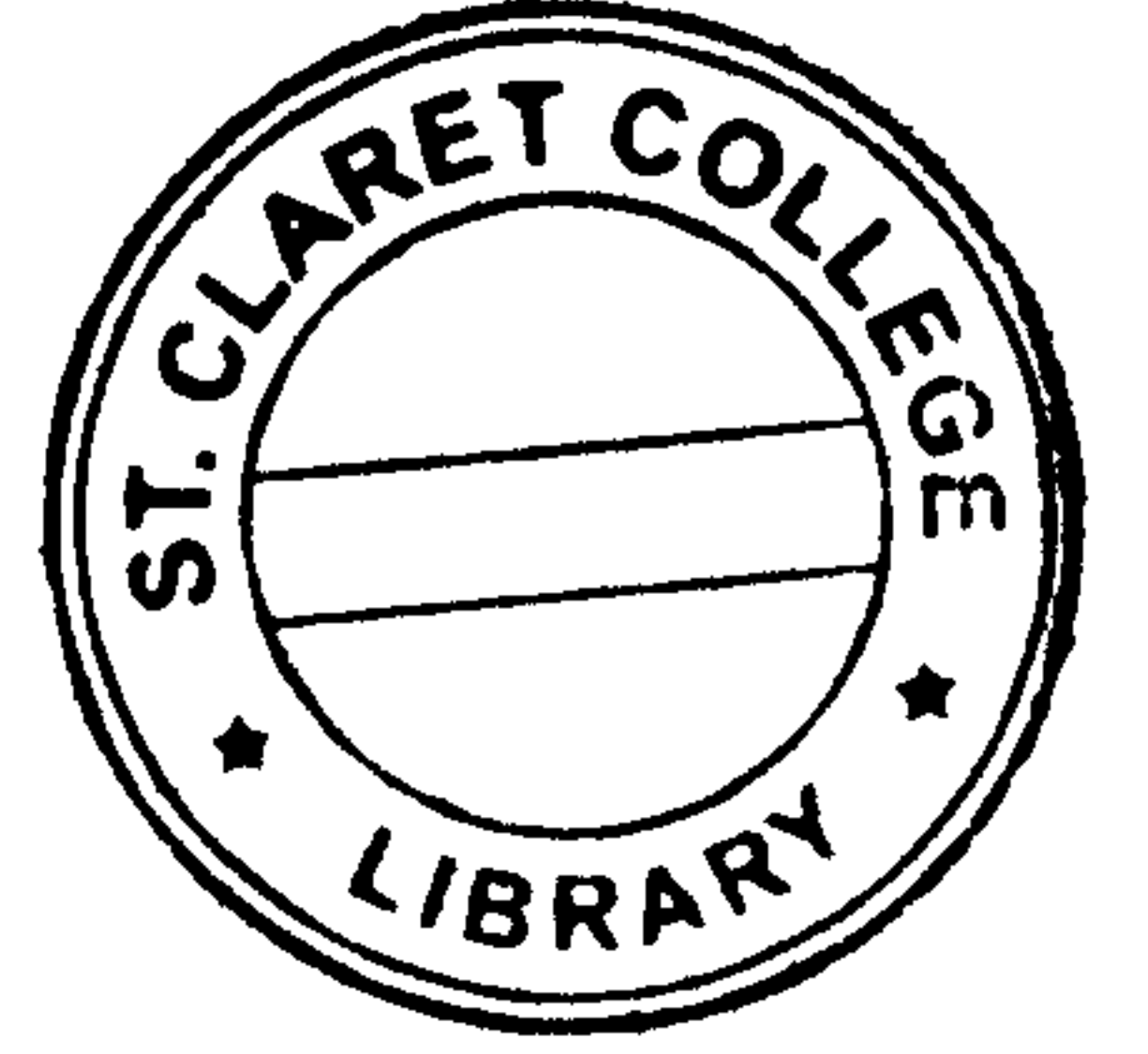
Max. Marks : 100

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

SECTION – A

Answer **any eight** sub-questions of the following. **Each** sub-question carries **two** marks. (8x2=16)

1. a) What is service segmentation ?
- b) What is service delivery ?
- c) What is customers satisfaction ?
- d) What is productivity ?
- e) Who is a foreign tourist ?
- f) Mention four types of hotels.
- g) Expand RRB's and LIC.
- h) What is floating interest rate ?
- i) Give the meaning of life insurance.
- j) What is tourism marketing ?



SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. (3x8=24)

2. Write a note on managing customer reservation and waiting lists.
3. Analyse the reasons for growth of service sector.



4. Write a brief note on the stages of guest cycle.
5. Explain the classification of Marine insurance.
6. Briefly explain the methods of service delivery.

SECTION – C

Answer **any four** of the following. **Each** question carries **fifteen** marks. **(4×15=60)**

7. Define services. Explain the classification of services.
8. Give the meaning of travel agencies and explain their functions.
9. What is a mutual fund ? Explain the advantages of mutual funds.
10. Explain the different types of fire insurance policies.
11. What is Housing finance ? Explain briefly housing financial intermediaries in