



SA – 785

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VI Semester B.Com. Examination, April/May 2015
(Semester Scheme) (Prior to 2014-15) (Repeaters)
COMMERCE
Paper – 6.4 : Services Management
(100 marks – 2013-14 only/90 marks - Prior to 2013-14)

Time : 3 Hours

Max. Marks : 90/100

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

SECTION – A

1. Answer **any ten** sub questions. **Each** sub question carries **2** marks. **(10×2=20)**
- a) What is event management ?
 - b) Name any four professional services.
 - c) Give the meaning of service management.
 - d) State any four service sectors.
 - e) Give the meaning of heritage hotel.
 - f) What is customer loyalty ?
 - g) Expand IRDA.
 - h) How a service can be delivered through cyber space ?
 - i) What is service delivery ?
 - j) What is tourism marketing ?
 - k) Define foreign tourist.
 - l) Give the meaning of 'Fund of Funds'.

P.T.O.



SECTION – B

Answer **any five** of the following. **Each** question carries **5** marks. (5×5=25)

2. Discuss briefly the classification of services.
3. Briefly explain the role of technology in banking.
4. Distinguish between goods and services.
5. Discuss the objective of bank marketing.
6. Write a brief note on rail road co-ordination.
7. Write a note on five star hotel.
8. Write a note on forgetting customers.

SECTION – C

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

9. What is service marketing mix ? Explain service marketing mix of hospitality industry.
10. Explain the characteristics features of service.
11. Explain the growth of mutual funds in India.
12. Explain general insurance and life insurance.
13. What are the factors that influence the growth and development of tourism in India ?

SECTION – D

Answer the following question compulsorily for **100** marks students. 10

14. Discuss the role of commercial banks in the economic development of the country.