

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

VI SEMESTER B.COM EXAMINATIONS - APRIL 2019

MARKETING OF SERVICES

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any EIGHT of the following questions. (8x2=16)

1. Define Services.
2. What is Franchising?
3. What do you mean by customer loyalty?
4. List out any four types of mutual funds.
5. What is whole life policy?
6. What is Marine insurance?
7. Who is a travel agent?
8. Mention two qualities of a travel guide.
9. What is medical transcription?
10. Expand NHB and GIC.
11. Define General Insurance.
12. What is Guest cycle?

SECTION - B

II) Answer any THREE of the following questions. (3x8=24)

13. Explain briefly the advantages and disadvantages of mutual funds.
14. Discuss the marketing mix of service industry.
15. Tourism helps in the Economic development of a country - Explain.
16. Write a note on the channels of distribution of services.
17. What are the reasons for the growth of service sector?

SECTION - C

III) Answer any TWO of the following questions. (2x15=30)

18. Explain the various life Insurance products.
19. Explain the classification of services.
20. Explain the features and importance of financial services.
21. What is housing finance? Explain the housing intermediaries in India.