



MS – 406

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.

(8×2=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. (3×8=24)

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

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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 India.

ಕನ್ನಡ ಆವೃತ್ತಿ

ವಿಭಾಗ- ಎ

ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎಂಟು ಉಪಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ 2 ಅಂಕಗಳು.

(8×2=16)

1. a) ಸೇವಾ ವಿಭಜಿಸುವಿಕೆ ಎಂದರೇನು ?
- b) ಸೇವಾ ವಿತರಣಾ ಪದ್ಧತಿ ಎಂದರೇನು ?
- c) ಗ್ರಾಹಕರ ತೃಪ್ತಿ ಎಂದರೇನು ?
- d) ಉತ್ಪಾದಕತೆ ಎಂದರೇನು ?
- e) ವಿದೇಶಿ ಪ್ರವಾಸಿಗ ಎಂದರೆ ಯಾರು ?
- f) ನಾಲ್ಕು ವಿಧವಾದ ಭೋಜನ ಗೃಹಗಳನ್ನು ತಿಳಿಸಿ.
- g) RRB ಮತ್ತು LIC ಯನ್ನು ವಿಸ್ತರಿಸಿ ಬರೆಯಿರಿ.
- h) ಚರ ಬಡ್ಡಿದರ ಎಂದರೇನು ?
- i) ಜೀವವಿಮೆ ಅರ್ಥ ಕೊಡಿ.
- j) ಪ್ರವಾಸೋದ್ಯಮ ಮಾರಾಟ ಎಂದರೇನು ?