Q.P. Code :04936
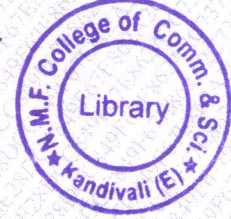
[Time: 3 Hours] [Marks:100]

Please check whether you have got the right question paper.

N.B: 1.   All questions are compulsory.
       2.   Figures to the right indicate full marks.
       3.   Answer to each question must begin on a new page.

Q.1 A) Fill in the blanks with the appropriate option given in the bracket: **(Any 10)**   10
1) The service sector provides revenue to the government by way of ....
(Service tax/ Excise duty/ Custom duty)
2) Following is an example of service .... (Communication/ television set/ refrigerator)
3) ...... is one of the marketing mix elements for services. (People/ preference/ potential)
4) ...... is an example of physical evidence in services(room ambience/ staff dress/ both)
5) LPO stands for .... (Legal Process Outsourcing/ Legal Process Outcome/ Legal Payment Outcome)
6) ATM stands for .... (Automatic time money/ automated teller machine/ automatic teller money)
7) BPO stands for .... (Business Payment Outlet/ Business Process Outcome/ Business Process Outsourcing)
8) B2C transaction stands for ....(business to community/ business to consumer/ business to commodity)
9) In .... card, the amount gets deducted from the bank balance of the customer.(debit/ credit/ railway)
10) E-commerce facilitates interaction between the customer and the organizations via ....
(internet/ store/ bank)
11) .... number of consumers can be reached with the help of E-commerce. (few/ some/ large)
12) .... is one of the element of Mall management.
(Ambience/ Foreign Direct Investment/ International Policy)

Q.1 B) State whether the following statements are true of false: **(any 10)**   10
1) Banks come under the scope of service.
2) Education and tourism are not the example of services.
3) When customer expectations are not met, customer feels dissatisfied.
4) The store should be easily accessible to the customers.
5) Vegetable vendors on the footpath are an example of organized retailing.
6) Foreign direct investment in retail is not helpful at all.
7) Traffic management in a mall is concerned with the management of traffic inside the mall.
8) BPO is a contract whereby firm transfers its processes to a third party for a consideration.
9) Logistics delays the delivery of goods to the consumers.
10) B2C transactions reduces distribution cost.
11) Organizations do not face any internal problems for transition to ecommerce.
12) E-commerce enables firms to reach only at local level.

Q.2 A) Define services. Explain its characteristics.   08
B) What are the challenges faced by the service sector in the Indian context?   07

OR

C) Explain the importance of service sector in the Indian context.   08
D) Describe the states involved in the new service development cycle.   07

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Q.3 A) Distinguish between organized retailing and unorganized retailing.   08
    B) Describe the challenges of retailing in India.   07
                                    OR
    C) Explain the different store formats operating in India.   08
    D) Write a note on careers in retailing.   07

Q.4 A) What is knowledge Process Outsourcing? Discuss its limitations.   08
    B) What are the advantages and limitations of Internet Banking?   07
                                    OR
    C) Explain the advantages and disadvantages of Enterprise Resource Planning System. 08
    D) What are the various elements of logistics network?   07

Q.5 A) What is E-commerce? Explain its key functions.   08
    B) Elaborate on the scope of E-commerce in India.   07
                                    OR
    C) Explain the advantages and limitations of E-commerce.   08
    D) Write a note on Business-to-Business (B2B) transactions.   07

Q.6 A) Explain the impact of FDI on banking and insurance sector in India.   10
    B) Discuss various strategies for managing capacity and demand in the service industry. 10
                                    OR
Q.6   Write short notes on: (Any 4)   20
    a) C2C
    b) FDI in retailing
    c) Non-store formats
    d) ATM
    e) Classification of Services
    f) Retail Franchising