

Time :- [3 HRS]

MARKS 100



- NB : (1) All Questions are Compulsory.
(2) Figures to the right indicate full Marks.

Q.1 a) Fill in blanks with appropriate words and rewrite the statements. (Any 10) (10)

1. The service marketers face the challenges of _____.
(intangibility, tangibility, serviceability)
2. _____ services top the service exports in India.
(Business, Software, Financial)
3. Customer satisfaction surveys help to retain _____.
(customers, dealers, employees)
4. _____ is an example of non-store retailing.
(Electronic retailing, Franchise store, Department store)
5. Indian retailers face the challenge of _____.
(satellite channels, cash transactions, infrastructure)
6. Mannequins are used in _____ stores to attract the attention of passer-by.
(Cosmetics, Garments, Medical)
7. ERP software allows an organisation to use a system of _____ applications.
(Integrated, Isolated, Outdated)
8. _____ can be used to make cash withdrawals and payments.
(Pass book, ATM, Pan Card)
9. _____ retailers are also called as pop and mom stores.
(Organised, Unorganised, Professional)
10. E-Commerce permits _____ reach.
(local, national, global)
11. E-Commerce transactions between companies is referred to as _____.
(B 2 B, C 2 C, B 2 C)
12. _____ refers to message sent from one computer to another electronically.
(E-mail, Physical mail, Fax)

Q.1 b) State whether the following statements are true or false. (Any 10) (10)

1. Valuation of services is difficult.
2. When the service performance is above the zone of tolerance, customers are mostly likely to be dissatisfied.
3. Physical evidence provides clues about service quality.
4. McDonald's, Pizza Hut and Domino's are examples of franchise stores.
5. The entry of corporate sector in retail trade has given a big boost to the unorganised retail sector.
6. In store planning, attention should be given to store location.

- 7. Internet banking performs banking transactions without face-to-face contacts.
- 8. Logistics management delays delivery of goods to the customers.
- 9. Bank issues debit cards to their account holders.
- 10. The Brick and Mortar (BAM) stores are known as on-line stores.
- 11. A major portion of e-commerce transactions in India take place through COD basis.
- 12. Online marketing research is conducted by making use of Internet.

Q.2 Answer the following questions (Any two) (15)

- a) What are the features of services?
- b) Explain various steps in new service development.
- c) Explain the opportunities in service sector.

Q.3 Answer the following questions (Any two) (15)

- a) What are the factors responsible for growth of organised retailing in India.
- b) Explain various challenges faced by retail sector in India.
- c) Explain in brief various non- store formats in India

Q.4 Answer the following questions (Any two) (15)

- a) What is Business Process Outsourcing (BPO)? Explain its benefits.
- b) Explain disadvantages of Credit Cards.
- c) Explain various elements of logistics network.

Q.5 Answer the following questions (Any two) (15)

- a) What is E-commerce? Explain its features.
- b) Write advantages of online marketing research.
- c) Explain functions of E-commerce.

Q.6 Write Short Notes (Any Four) (20)

- a) Elements of Services Mix
- b) Advantages of Franchising
- c) Careers in retailing
- d) Automated Teller Machine (ATM)
- e) Impact of FDI on Banking Sector in India
- f) Business to Consumers (B 2 C)
