

[Time: 3 Hours]

[Marks:100]

Please check whether you have got the right question paper.

- N.B: 1. Figures to the right indicate full marks
2. All questions are compulsory

- Q. 1 A) Fill in the blanks with the appropriate option given in the bracket: (Any 10) (10)**
- 1) Services be stored for future sale.
(Can , cannot , should)
 - 2) is the first stage in service development cycle.
(Market testing, Review, Idea generation.)
 - 3) Services do not have material form and therefore they are.....
(Inseparable, inconsistent, intangible)
 - 4) Automatic vending machine is an example of:
(Store format, non Store format , online store)
 - 5) offers several brands across a single product category..
(Multi brand outlet, Single brand outlets, BPO)
 - 6) a mall refers to allotting floors on the basis of category.
(Positioning, Advertising, Zoning)
 - 7) is a business management software that a company can use to collect, store manage and interpret data.
(ERP, KPO, BPO)
 - 8) Use of. card result in debt for the user.
(Debit , credit , ATM)
 - 9) allows customers of bank to conduct banking transactions through website of bank.
(Online banking ,Offline banking, Transaction banking)
 - 10) E-Commerce permits reach.
(Local , regional, global)
 - 11) In e-commerce there is investments on the part of the seller.
(Lower, higher, no)
 - 12) India's E-commerce market is mainly dominated by areas.
(Rural, urban, agriculture)

- Q. 1 B) State whether the following statements are true or false. (Any 10) (10)**
- 1) Service performance may differ from one service provider to the other
 - 2) Marketing research has no significance in service development.
 - 3) In services marketing there is a need for interaction between the service provider and the customer.
 - 4) The unorganised retailing has to bear high operating costs.
 - 5) In retail sector heavy investments have been made by corporates such as Tata and Birla
 - 6) Departmental Store is a form of non Store format
 - 7) LPO involves Outsourcing of legal work
 - 8) There is no difference between credit card and debit card
 - 9) Indian Insurance sector includes private insurance firms also.
 - 10) In online shopping, customer can make payment only by internet banking.
 - 11) C2C is a type of e-commerce ,where customers sells to another customer through the Inrernet.
 - 12) Indian firms do not face any issues with reference to transition to e-commerce.



- Q. 2** Answer the following: (Any 2) (15)
- 1) Define service. Describe its classification.
 - 2) Explain the elements of marketing mix for services.
 - 3) Explain the Strategies for managing capacity and demand.
- Q. 3** Answer the following: (Any 2) (15)
- 1) Distinguish between organized retailing and unorganized retailing.
 - 2) Describe the guidelines for store planning with reference to design and layout.
 - 3) What are the challenges faced by retail sector in India.
- Q. 4** Answer the following: (Any 2) (15)
- 1) What is KPO? Explain its merits.
 - 2) Explain advantages and disadvantages of debit card.
 - 3) Describe various elements of logistics network.
- Q. 5** Answer the following: (Any 2) (15)
- 1) What is E-commerce? Explain its features.
 - 2) Explain Business to Consumer (B2C) model of e-commerce in detail.
 - 3) Explain advantages of online marketing research.
- Q. 6** Write short notes on: (Any 4) (20)
- 1) Customer Expectations of services
 - 2) Challenges in the service sector
 - 3) Retail Franchising
 - 4) BPO
 - 5) Internet Banking
 - 6) Business to Business (B2B) transactions.
