Havibne

(10)

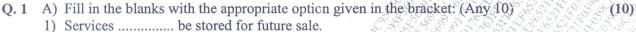
[Time: 3 Hours]

[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



(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

(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)
- B) State whether the following statements are true or false. (Any 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
- 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.

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Q. 2		Answer the following: (Any 2)	(15)
	1)	Define service. Describe its classification.	(O.F.
		Explain the elements of marketing mix for services.	
	3)	Explain the Strategies for managing capacity and demand.	1000
Q. 3		Angiver the following: (Any 2)	(15)
	1)	Answer the following: (Any 2)	(15)
		Distinguish between organized retailing and unorganized retailing.	31.67
		Describe the guidelines for store planning with reference to design and layout.	
	3)	What are the challenges faced by retail sector in India	12/20
Q. 4		Answer the following: (Any 2)	(15)
V. 1	1)	What is KPO? Explain its merits.	(13)
		Explain advantages and disadvantages of debit card.	6,750
		Describe various elements of logistics network.	700
	2)		i e
Q. 5		Answer the following: (Any 2)	(15)
Hay Market	1)	What is E-commerce? Explain its features	(20)
		Explain Business to Consumer (B2C) model of e-commerce in detail.	
		Explain advantages of online marketing research.	
Q. 6	4.	Write short notes on: (Any 4)	(20)
		Customer Expectations of services	
		Challenges in the service sector	
	3)	Retail Franchising	
	4)	BPO Property of the state of th	
	-	Internet Banking	
	6)	Business to Business (B2B) transactions.	
