

Time: 3 hours

- Note: 1. All questions are compulsory with internal choice.
2. Figures to the right indicate full marks.

Q.1 Answer the following:

- (A) Fill in the blanks with appropriate option given in the bracket: (Any 10) (10)
- (1) India's e-commerce market is mainly dominated by _____.
(a) rural (b) urban (c) agriculture
 - (2) Consumers expect _____ service from the service providers.
(a) delayed (b) improper (c) quick
 - (3) _____ is an element of logistics.
(a) discounts (b) transportation (c) promotion
 - (4) _____ is an example of non-store retailing.
(a) Franchise (b) Electronic retailing (c) Department store
 - (5) E-commerce _____ cost in the long run.
(a) reduces (b) increase (c) does not impact
 - (6) ATM stands for _____.
(a) Automatic Time Machine (b) Automated Teller Machine (c) Any Time Money
 - (7) _____ is one of the elements of mall management.
(a) Ambience (b) Foreign Direct Investment (c) International Policy
 - (8) The extent to which customers are willing to accept variations in service performance is called zone of _____.
(a) handling (b) behaviour (c) tolerance
 - (9) Services are _____ in nature.
(a) tangible (b) retangible (c) intangible
 - (10) Automatic vending machine is an example of _____.
(a) store format (b) online store (c) non-store format
 - (11) _____ services top the service exports in India.
(a) Software (b) Financial (c) Business
 - (12) Indian retailers face the challenge of _____.
(a) Satellite channels (b) infrastructure (c) cash transactions
- (B) State whether the following statements are True or False: (Any 10) (10)

- (1) Service performance varies across at different times.
- (2) There is less number of career opportunities available in retail sector.
- (3) Logistics in India do not face any challenges with regard to infrastructure.
- (4) There are no challenges faced by service sector.
- (5) It is difficult to bring tangibility in services.
- (6) In service marketing there is a need for interaction between the service provider and the customer.
- (7) Banks come under the scope of services.
- (8) B2B model of e-commerce involves business between business and the buyer.
- (9) Local kirana store is an example of unorganized sector.
- (10) Valuation of services is difficult.
- (11) When the service performance is above zone of tolerance, customers are most likely to be dissatisfied.
- (12) Currently the major part of Indian population does not buy online due to lack of internet penetration.

Q.2 Answer any two of the following:

- (A) Elucidate the features of services.
(B) Discuss the opportunities and challenges faced by service sector in India.
(C) Explain in brief the elements of services mix.

(15)

- Q.3 Answer any two of the following:** (15)
- (A) Suggest how the Unorganised retailers in India survive.
 - (B) Discuss the concept of organized and unorganized retailing in India.
 - (C) Explain the activities involved in mall management.
- Q.4 Answer any two of the following:** (15)
- (A) Enumerate the advantages of internet banking.
 - (B) Explain the advantages and disadvantages of credit card.
 - (C) What are the challenges faced by logistics sector in India?
- Q.5 Answer any two of the following:** (15)
- (A) Explain the present status of E-Commerce in India.
 - (B) Enumerate the limitations of e-commerce.
 - (C) Explain the significance of e-commerce.
- Q.6 Write short notes on: (Any 4)** (20)
- (A) B2B concept
 - (B) Characteristics of e-commerce
 - (C) Business to Consumer (B2C)
 - (D) Debit card
 - (E) Careers in Retailing
 - (F) Service product

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