

[Time: Three 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. Following is an example of service -----(insurance, bread, car)
2. Goods and services are -----(same/different/simple)
3. Consumers expect -----service from the service provider (Quick/delayed/improper)
4. A Store layout must offer -----to the customers (Inconvenience/Problem/convenience)
5. B2B stands for -----online transactions (business to better/busy to busy/business to business)
6. KPO stands for -----(know point outsourcing/Knowledge point outsourcing/knowledge process outsourcing)
7. ATM stands for -----(Automatic time money/Automated teller Machine/Auto tell Money)
8. In debit card, the amount gets-----from the bank balance of the customer.
(increased/deducted/added)
9. E-commerce ----- cost in the long run (increase/reduce/does not impact)
10. -----is an element of logistics(Transportation/discounts/promotions)
11. E- commerce facilitates interaction between the customer and the organizations via -----
(internet/store/bank)
12. -----are those cards which are used by the customers without having a bank account.
(credit/Debit/Transit)

B) State whether the following statements are true or false : (any 10) 10

1. Services sector play an important role in the growth of a nation.
2. When customer expectations are met, customer is dissatisfied.
3. There are no challenges faced by service sector.
4. Local kirana store is an example of unorganized sector.
5. Vegetable vendors on the footpath are an example of organized sector.
6. Franchise is a contract between two parties from the same or different country.
7. Foreign direct investment in organized retail sector does not help in its growth.
8. ATM card facilitates withdrawal of cash from the bank account anytime.
9. Logistics helps in moving a product or service from consumer to manufacturer.
10. Indians prefer to enjoy the touch and feel shopping experience which is absent in e-retailing.
11. The B2B transactions increase the distribution cost.
12. There are no cases of fraud in the case of e-commerce transactions.

Q.2 A) Define services. Explain its characteristics. 08

B) Explain in brief the elements of service marketing mix 07

OR

C) Describe the process involved in delivery of services. 08

D) Elaborate on the scope of services. 07

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Q.P. Code :04937

- Q.3** A) Explain the factors responsible for the growth of retailing in India. 08
B) Describe various non-store formats of retailing in India. 07
OR
C) Explain the different store formats of retailing in India. 08
D) What are the various activities involved in mall management? 07
- Q.4** A) What is meant by internet Banking? Explain its advantages. 08
B) Define debit card? Discuss the merits and limitations of a debit card. 07
OR
C) Explain the advantages and disadvantages of credit card. 08
D) What are the challenges faced by Logistics sector in India? 07
- Q.5** A) What is E-commerce? Explain its scope. 08
B) Elaborate on the various functions of E-commerce. 07
OR
C) How is on-line marketing research beneficial to Indian companies? 08
D) Write a note on Business to Consumer (B2C) online transactions. 07
- Q.6** A) What is Business Process outsourcing? Explain its advantages and disadvantages. 10
B) Explain the guidelines to be kept in mind for planning store design and layout. 10
OR
- Q.6** Write short notes on :(Any 4) 20
a) Resource Planning.
b) Legal process Outsourcing.
c) FDI in retailing.
d) Service Development cycle.
e) Retail franchising.
f) Privatization of Insurance Sector.