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16/4/18  
2 to 5  
pages - 2

Library 31726  
Commerce II

16/04/18

660

Q.P. Code: 31726

[Time: Three Hours]

[Marks: 100]

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. A doctor must be physically present at the time of treating the patient, it is a feature of \_\_\_\_\_ in service. (Inconsistency / Inseparability / Intangibility)
2. Services are \_\_\_\_\_ (durable/storable/perishable)
3. Services are \_\_\_\_\_ in nature (tangible/intangible/retangible)
4. A special gift given to a consumer is a \_\_\_\_\_ level of service product. (Basic/ Core/Augmented)
5. \_\_\_\_\_ is an example of non store retail format in India ( Electronic retailing/ Hypermarkets/department stores)
6. The extent to which customers are willing to accept variations in service performance is called the zone of \_\_\_\_\_ (handling/tolerance/behavior)
7. If service is not delivered as per the expectations of the consumer, it is termed as \_\_\_\_\_ (satisfaction /dissatisfaction /delight)
8. \_\_\_\_\_ management of a mall involves managing the footfall inside and outside the mall ( Zoning/Traffic/Ambience)
9. C2C stands for \_\_\_\_\_ model of ecommerce (court to Consumer / consumer to Consumer / company to Company)
10. McDonald is an example of \_\_\_\_\_ (franchising/merger/venture)
11. \_\_\_\_\_ is one of the major challenge for logistics in India (warehousing/government policy/agriculture)
12. Ecommerce \_\_\_\_\_ the cost of operating the business (reduces/increase/does not impact)

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

1. Service performance varies across at different times.
2. Marketing of services is very easy due to its features.
3. It is very difficult to bring in tangibility in services.
4. FDI in retailing helps to increase the inflation in the market.
5. There are less number of career opportunities available in retail sector
6. Retail in India is observing an increase in the number of malls opening in major parts of the country.
7. ATM card offers only cash withdrawal facility to the bank customers.
8. To access online banking account, the customer needs to go to the bank's website.
9. Logistics in India do not face any challenges with regard to infrastructure
10. Foreign banks have large number of ATM's in India

11. B2B model of ecommerce involves business between business and the buyer.  
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: (15)**

- a) Define Services. Explain its scope.
- b) Explain the elements of marketing mix for services.
- c) Describe the steps involved in the process of service delivery.

**Q.3 Answer any Two of the following: (15)**

- a) Describe various types of store formats of retail in India.
- b) What are the survival strategies adopted by unorganized retailers in India?
- c) Discuss certain points of arguments in favor of Foreign Direct Investment in retailing in India.

**Q.4 Answer any Two of the following: (15)**

- a) What is Enterprise resource planning? Explain its merits.
- b) What is the difference between a credit card and a debit card?
- c) What is Business Process Outsourcing? Explain its merits.

**Q.5 Answer any Two of the following: (15)**

- a) What is E-Commerce? Explain various challenges faced with reference to transition to ecommerce.
- b) What are the limitations of Business to Consumer (B2C) model of E-commerce?
- c) Explain various functions of Ecommerce.

**Q.6 Write short notes on: (any 4) (20)**

- a) Importance of Service sector in Indian economy.
- b) Organized and unorganized retailing
- c) Elements of Logistics
- d) Features of Ecommerce
- e) Marketing Research
- f) Internet Banking

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