

[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.

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- 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.

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