

Duration: 2 1/2 Hrs

Marks: - 100

Note:-

- 1) All Questions are compulsory
- 2) Figures to the right indicate maximum marks.

Q.1.A) Fill in the blanks with appropriate option given in the bracket: (Any 10)

(10M)

- 1) Services are generally _____.
(Tangible, Intangible, demonstrate, simple) (CO1, R)
- 2) _____ is the primary level of service product. (CO1, U)
(Core benefit, service benefit, basic service, augmented service)
- 3) Services can be viewed as a _____. (CO1, AN)
(Spectrum, picture, graphics, link)
- 4) Signage includes _____. (CO2, U)
(Detailed information, pricelist, Logo, James)
- 5) Currently Indian retail market is _____ largest in the world. (CO2, E)
(5th, 2nd, 10th, 6th)
- 6) Mannequins are vital at _____ stores. (CO2, U)
(Garments, Cosmetics, laundry, beautician)
- 7) Indian retailers face the challenge of _____.
(Satellite channels, cash transactions, Infrastructure, customers)
- 8) _____ is issued to customers who have a bank balance. (CO2, AN)
(Debit card, credit card, ID card, Smart card)
- 9) KPO is one step _____ of BPO. (CO2, U)
(Lower, Side by side, Ahead, outside)
- 10) E-commerce permits _____ reach. (Local, National, Regional, Global) (CO2, AN)
- 11) _____ is the largest online store in the world. (CO2, AN)
(Amazon, Flip kart, snap deal, EBay)
- 12) _____ involves outsourcing of legal work. (LPO, BPO, KPO, SPO) (CO2, U)

Q.1.B) State whether the following statements are True or False: (Any 10)

(10M)

- 1) There are no challenges faced by service sector. (CO1, U)
- 2) Services can be produced in anticipation of demand. (CO1, U)
- 3) Services are generally tangible in nature. (CO1, AN)
- 4) FDI in multi-brand retail is implemented in all the states of India. (CO1, E)
- 5) Departmental store is a form of non-store format. (CO1, U)
- 6) ATM cards create convinces to the customers. (CO2, R)
- 7) The brick and mortar stores also known as offline stores. (CO1, U)
- 8) B2B transactions are very popular in India. (CO2, U)
- 9) E-commerce increases distributions costs. (CO2, AP)
- 10) The B2C transactions reduce distributions costs. (CO2, U)
- 11) There are no cases of fraud in case of e-commerce transactions. (CO2, U)
- 12) I.T does not play a significant role in logistics. (CO1, AP)

Q.2. Answer the following questions: (Any 2)

(15M)

- 1) Bring out the importance of services sector in Indian context. (CO1, U)
- 2) Define services. Describe its features. (CO1, U)
- 3) Elaborate on the scope of services. (CO1, AP)

Q.3. Answer the following questions: (Any 2)

(15M)

- 1) Describe the various store formats of retailing in India. (CO1, U)
- 2) Explain the factors responsible for the growth of retailing in India. (CO1, AN)
- 3) Discuss the prospects and challenges of retailing in India. (CO1, E)

Q.4. Answer the following questions: (Any 2)

(15M)

- 1) Distinguish between Debit cards v/s Credit cards. (CO2, AN)
- 2) Explain the advantages of BPO. (CO2, U)
- 3) Explain the advantages and disadvantages of debit card. (CO2, U)

Q.5. Answer the following questions: (Any 2)

(15M)

- 1) Write a note on scope of e-commerce. (CO2, U)
- 2) Explain the functions of e-commerce. (CO2, AP)
- 3) Discuss the challenges for Indian Corporate on account of transition of e-commerce in India. (CO2, E)

Q.6. Write Short Note On: (Any 4)

(20M)

- 1) Physical Evidence. (CO1, U)
- 2) Price. (CO1, AP)
- 3) Internet banking. (CO2, U)
- 4) E-commerce. (CO2, U)
- 5) Retail Franchising. (CO2, U)
- 6) Legal process outsourcing. (CO2, U)

XXXXXXXXXXXXXXXXXXXX