

- Note: - (1) All questions are compulsory.
 (2) Figures to the right indicate full marks
 (3) Answer to each question must be on a new page

Q.1 a) Select the most appropriate option given in the bracket : (any 10)

CO1,2-N 10M

- 1) Services are generally _____
 a) tangible b) Intangible c) demonstrable d) provisional
- 2) Services _____ be easily separated from the service provider.
 a) can b) will c) shall d) cannot
- 3) Level of adequate service are influenced by _____ factors.
 a) situational b) scientific c) natural d) systematic
- 4) Challenges of employees retention arise due to employee ____
 a) loyalty b) attrition c) cooperation d) motivation
- 5) The problem of inseparability of services requires _____ of the customer.
 a) absence b) physical presence c) omnipresence d) separation
- 6) At present, FDI, is allowed upto _____ % in single brand retail.
 a) 100 b) 74 c) 51 d) 49
- 7) _____ is the first store to setup a shop in a mall.
 a) Food court b) convenience store c) premier store d) anchor client
- 8) Mannequins are vital at _____ stores.
 a) cosmetics b) medical c) laundry d) garments
- 9) _____ involves outsourcing of legal work
 a) BPO b) KPO c) MBO d) LPO
- 10) _____ card encourages lavish spending on the part of the user
 a) Debit b) Credit c) ATM d) Savings
- 11) E- Commerce _____ audience sizing.
 a) rarely permit b) does not permit c) permits d) ignores

- 12) _____ is the world's largest retailer.
 a) Flipkart b) Amazon c) Walmart d) Myntra
- b) State whether the following statements are True or False. (any 10)
- 1) Services can be produced in anticipation of demand.
- 2) Productivity and quality of service plays a limited role in the success of a service firm.
- 3) Personal needs of customers do not influence needs of customers do not influence desired social expectations.
- 4) Idea screening is required in service development cycle.
- 5) The operating costs of organised retail is lower as compared to unorganised retail.
- 6) Exist of a store must be overcrowded with goods.
- 7) FDI does not improve the efficiency of India insurance sector.

CO1,2-R 10M

- 8) Information Technology does not play a significant role in logistics.
- 9) B2B transactions are not very common in India
- 10) E-Commerce permits audience sizing to the e-marketer
- 11) Marketing of services is very easy due to its features.
- 12) There are less number of career opportunities available in retail sector
- Q.2 Answer any two of the following : CO1-R 15M
- a) Define services. Discuss characteristics of services.
- b) Explain in brief the elements of service mix.
- c) Write objectives of promotion of services.
- Q.3 Answer any two of the following : CO1-R 15M
- a) Discuss various opportunities in the service sector.
- b) Explain in brief challenges in the service sector.
- c) Describe challenges in India with reference to Retail sector.
- Q.4 Answer any Two of the following : CO2-U/R 15M
- a) Distinguish between organised retailing and unorganised retailing
- b) Explain various careers opportunities available in Retailing.
- c) Discuss the various activities involved in mall management.
- Q.5 Answer any Two of the following : CO2-R 15M
- a) Explain different advantages of ATM.
- b) Distinguish between Debit card & credit card.
- c) Explain the importance of e-commerce.
- Q.6 Write short notes on : (Any 4) CO1,2U/R 20M
- a) People element in services
- b) Retail Franchising
- c) Internet Banking
- d) Organised retail sector
- e) Importance of E-Commerce
- f) B2B transaction
