

Duration: 3 Hours

BC105COM22

Marks: 100

Note:

- All questions are compulsory.
- Figures to the right indicate full marks.
- Students will be allowed 15 minutes extra time per hour.

Part B

Q.2) Answer the following (Any One out of Three)

(10m)

- 1) Define services. Describe its features.
- 2) Explain Scope of services.
- 3) What is marketing research? Explain steps in marketing research.

Q.3) Answer the following (Any One out of Three)

(10m)

1. Explain store formats in brief.
2. Discuss the challenges for retail sector in India.

Q.4) Answer the following (Any One out of Three)

(10m)

1. Explain the concept of BPO in brief.
2. Discuss the ELEMENTS of Logistics.
3. Describe the advantages of Credit cards.

Q.5) Answer the following (Any One out of Three)

(10m)

1. Discuss in brief the features of e-commerce.
2. Explain the scope of e-commerce in India.
3. Write a note on B2C.

Q.6) Write Short notes on (Any Two out of Four)

(10m)

1. Debit cards
2. Internet banking
3. LPO
4. B2B

XXXXXXXXXXXXXXXXXXXX

Seat Number: - _____

Signature of Supervisor with Date:- _____

Marks: 100

Duration: 3 Hours

BC105COM22

Note:

- All questions are compulsory.
- Figures to the right indicate full marks.
- Students will be allowed 15 minutes extra time per hour.

PART A

(50 Marks)

Q.1. Multiple choice questions:

- 1) Distinct characteristic of services is _____
A) Intangibility b) Inseparability c) Variability d) Perishability
- 2) Services cannot be stored. This describes the-----characteristic of services.
a. Intangibility b. Variability c. Inseparability d. Inconsistency
- 3) The services a customer expects are called the _____ service package.
a) Expected b) Augmented c) Primary d) Secondary
- 4) Added features to an offering are called _____ service features.
a) Expected b) Augmented c) Primary d) Secondary
- 5) The intangibility of services has implications for the choice of _____
a. Brand elements b. Location c. Price d. Product features
- 6) Services are characterized by all of the following characteristics except for _____
Intangibility. b. Homogeneity c. Perishability inseparability
- 7) Services that occur without interruption, confusion, or hassle to the customer is called
a. Seamless service b. Service audit. c. Functional service d. Departmental service
- 8) The mental energy spent by customers to acquire service is referred to as
a. Image costs b. monetary price c. Energy costs. d. Psychic costs.
- 9) Services can be viewed as a _____.
a. Spectrum b. Picture c. Link d. Audience
- 10) Currently in India, services sector contribution about _____ of GDP.
a.30% b.40% c.60% d.70%
- 11) Services sector provides revenue to government by way of _____.
a. custom duty b. excise duty c. service tax d. GST Tax
- 12) _____ is the primary level of service product
a. Core benefit b. Basis service c. Augmented service d. Expected Service
- 13) The highest level of service expectations is termed as _____ service.
a. Adequate b. desired c. Maximum d. sufficient
- 14) Levels of adequate service are influenced by _____ factors.
a. Situational b. Scientific c. Natural d. Dynamic
- 15) A store layout must offer _____ to the customers.
a. Inconvenience b. Problem c. Convenience d. Complex
- 16) SSTS refers
a. Service Standards Testing b. Self- Service Technologies c. Standard Service Technologies
d. Self Service Treatments
- 17) The problem of inseparability of service requires _____ of the customer.
a. Absence b. Physical presence c. omnipresence d. physical Evidence
- 18) The challenges of inconsistency in services can be overcome through _____ of the employees.
Promotion b. Transfers c. Training d. Recruitment

- 19) Demand for services exceeds the maximum capacity during _____ period.
a. Peak b. Non-peak c. Off season d. Seasonal
- 20) To shift demand from peak times to non-peak periods, the service provider may offer special _____ to the customers.
Disincentives b. Comforts c. Incentives d. Luxury
- 21) Atmosphere in retailing refers to ----.
a. The weather outside a store. b. ambience, music, color assortment of products in the store. d. display of items in a store.
- 22) Companies that follow the market leader's strategy are called.
a) Market nichers. b. Market leaders. c. Market followers. d. Market challengers.
- 23) To shift demand from peak times to non-peak periods, the service provider may offer special _____ to the customers.
a. Disincentives b. Comforts c. Incentives d. Luxury
- 24) In direct selling, the _____ acts as intermediaries between customer and the producer.
Sales force b. Sales agents c. E-commerce d. BPO
- 25) Mannequins are vital at _____ stores.
a. Cosmetics b. Laundry c. Garments d. Teaching
- 26) Currently the share of retail in India's GDP is estimated at _____%.
a. 10 b. 30 c. 20 d. 40
- 27) _____ banks have the largest number of ATMs in India.
a. Public sector b. Private c. Foreign d. Multiple National Sector
- 28) KPO is one step _____ of BPO.
a. Ahead b. Lower c. Side by side d. Left
- 29) KPO stands for _____.
a. Know point outsourcing b. Knowledge point outsourcing
c. knowledge process outsourcing d. Knowledge Point Out
- 30) In debit card, the amount gets _____ from the bank balance of the customers.
a. Increased b. Deducted c. Remains same d. Multiply
- 31) E-commerce transaction between businesses to business is referred to as _____.
a. B2B b. B2C c. C2C d. E2E
- 32) _____ is the largest form of e-commerce in terms of business volume
a. B2B b. B2C c. C2C d. E2E
- 33) Currently, India occupies _____ place in respect of number of internet users.
a. 2nd b. 3rd c. 4th d. 5th
- 34) Currently India's density of internet users is _____ % of total population.
a. 20 b. 30 c. 40 d. 50
35. World Wide Web (WWW) was introduced in the year
a. 1994 b. 1996 c. 1992 d. 1990
36. is a class of advertising methods which are considered unethical and may even be illegal
a. Advertorials b. pop-up ads c. Spam e-mail d. malware
37. is the most common way for purchasing an online advertising
a. CPM b. CPC c. PERT d. SCM
38. Among the alternate models of B2B e-commerce, is the best means to obtain a competitive advantage in the Market place.
a. Process based b. strategic relationship based c. transaction based d. Cash Transaction

- 39.....is a set of standards developed in the 1960s to exchange business information and to do electronic transactions a. EDI b. Protocols c. TCP d. IP
40. _____ management is an important element of logistics.
a. Inventory b. Banking c. Retail d. Insurance
41. E-commerce permits _____ reach.
a. Local b. National c. Global d. Regional
42. A set of basic values, perceptions, wants and behavior learnt by a member of society from the family and other important constitution is called _____.
a. Social learning. b. Sub-culture. c. Culture. d. Social development
- 43) _____ is not part of a visual communications program
a. Store name and logo b institutional signage. c. Lifestyles graphics. d. television advertising
- 44) Merchandise availability is an example of a.
a. cost of sales b. pretransaction service c. operating cost. d. transaction service
- 45) _____ of the following factors is not found on a six month merchandise budget
a. Planned gross margin. b. current liabilities. c. planned sales percentage
d. planned purchases at retail.
- 46) _____ marketing functions is one the retailer could not perform?
a. Selling. b. sorting. c. location analysis. d. Buying
- 47) Challenges of employees' retention arise due to employees' _____
a. Loyalty b. Attrition c. Co-operation d. Contribution
- 48) A debit card is a _____ card.
a. Paper card b. Plastic card c. Electronic card d. Visiting card
- 49) _____ of the demographic variables is not used by marketers for demographic segmentation.
Family life cycle. b. Income and occupation. c. Gender. d. Poverty
- 50) _____ one of the following is not an internal source of generating ideas for new product development.
a. Market research b. Directed research c. Need-gap analysis. d. Top management

Answer Sheet For Multiple Choice Questions:

Q. NO.	ANS	Q. NO.	ANS	Q. NO.	ANS	Q. NO.	ANS	Q. NO.	ANS
1		11		21		31		41	
2		12		22		32		42	
3		13		23		33		43	
4		14		24		34		44	
5		15		25		35		45	
6		16		26		36		46	
7		17		27		37		47	
8		18		28		38		48	
9		19		29		39		49	
10		20		30		40		50	

Marks Obtained: - _____

Signature of the Examiner: - _____