

Duration: 3 Hours

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:

(CO1 to CO3, U&amp;R)(any 10) (10 Marks)

1. Services \_\_\_\_\_ be stored for future sale. ( can, cannot, should)
2. \_\_\_\_\_ is the first stage in the service development cycle.  
(Marketing testing, Review, Idea generation)
3. Services do not have material form and therefore they are \_\_\_\_\_.  
(inseparable, inconsistent, intangible)
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, Hypermart, Departmental stores)
6. C2C stands for \_\_\_\_\_ model of E-commerce.  
(Court to consumer, consumer to consumer, company to company)
7. Mannequins are used in \_\_\_\_\_ stores to attract the attention of passers-by.  
( cosmetics, garments, medical)
8. ERP software allows an organization to use a system of \_\_\_\_\_ applications.  
( integrated, isolated, outdated)
9. \_\_\_\_\_ can be used to make cash withdrawals and payments.  
(Passbook, ATM, Pan Card)
10. E- Commerce permits \_\_\_\_\_ each. (local, national, global)
11. McDonald is an example of \_\_\_\_\_. (Franchising, Merger, Venture)
12. \_\_\_\_\_ is one of the major challenges for logistics in India.  
(warehousing, government policy, agriculture)

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

(CO1 to CO3, U&amp;R) (10 Marks)

1. Services sector plays an important role in the growth of a nation.
2. Marketing research has no significance in service development.
3. The unorganized retailing has to bear high operating costs.
4. Departmental store is a form of Non-store format.
5. In service marketing there is a need for interaction between the service provider and the customer.
6. There is no difference between credit card and debit card.
7. Internet banking performs banking transactions without face-to-face contacts.
8. The Brick and Mortar (BAM) stores are known as online stores.
9. Online marketing research is conducted by making use of the internet.
10. Indian firms do not face any issue with reference to transition to e-commerce.
11. The Indian Insurance sector includes private insurance firms also.
12. LPO involves outsourcing of legal work.

**Q.2) Answer any Two of the following: (CO1,R) (15 Marks)**

- (a) What are the features of service?
- (b) Explain the elements of the marketing mix for services.
- (c) Explain the opportunities in the service sector.

**Q.3) Answer any Two of the following: (CO1,R) (15 Marks)**

- (a) What are the factors responsible for the growth of organized retailing in India?
- (b) Explain various challenges faced by the retail sector in India.
- (c) Explain in brief various non-store formats in India.

**Q.4) Answer any Two of the following: (CO1,R) (15 Marks)**

- (a) What is KPO? Explain its merits.
- (b) Explain advantages and disadvantages of debit cards.
- (c) Describe various elements of the logistics network.

**Q.5) Answer any Two of the following: (CO1,R)(15 Marks)**

- (a) What is E-Commerce? Explain its features
- (b) What are the limitations of the Business to Consumer (B2C) model of E-commerce?
- (c) Explain advantages of online marketing research.

**Q.6 Write short notes on: (any 4) (CO1to CO3, U&R) (20 Marks)**

- (a) Elements of service mix
- (b) Advantages of Franchising
- (c) BPO
- (d) Business to Business Transaction
- (e) Career in Retailing
- (f) Impact of FDI on Banking Sector in India

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