

208/RUBCOM / comm. / 03

Q.P. Code :04936

[Time: 3 Hours]

[Marks:100]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.
 3. Answer to each question must begin on a new page.

- Q.1 A) Fill in the blanks with the appropriate option given in the bracket: (Any 10) 10
- 1) The service sector provides revenue to the government by way of
(Service tax/ Excise duty/ Custom duty)
 - 2) Following is an example of service (Communication/ television set/ refrigerator)
 - 3) is one of the marketing mix elements for services. (People/ preference/ potential)
 - 4) is an example of physical evidence in services(room ambience/ staff dress/ both)
 - 5) LPO stands for (Legal Process Outsourcing/ Legal Process Outcome/ Legal Payment Outcome)
 - 6) ATM stands for (Automatic time money/ automated teller machine/ automatic teller money)
 - 7) BPO stands for (Business Payment Outlet/ Business Process Outcome/ Business Process Outsourcing)
 - 8) B2C transaction stands for(business to community/ business to consumer/ business to commodity)
 - 9) In card, the amount gets deducted from the bank balance of the customer.(debit/ credit/ railway)
 - 10) E-commerce facilitates interaction between the customer and the organizations via
(internet/ store/ bank)
 - 11) number of consumers can be reached with the help of E-commerce. (few/ some/ large)
 - 12) is one of the element of Mall management.
(Ambience/ Foreign Direct Investment/ International Policy)
- Q.1 B) State whether the following statements are true or false: (any 10) 10
- 1) Banks come under the scope of service.
 - 2) Education and tourism are not the example of services.
 - 3) When customer expectations are not met, customer feels dissatisfied.
 - 4) The store should be easily accessible to the customers.
 - 5) Vegetable vendors on the footpath are an example of organized retailing.
 - 6) Foreign direct investment in retail is not helpful at all.
 - 7) Traffic management in a mall is concerned with the management of traffic inside the mall.
 - 8) BPO is a contract whereby firm transfers its processes to a third party for a consideration.
 - 9) Logistics delays the delivery of goods to the consumers.
 - 10) B2C transactions reduces distribution cost.
 - 11) Organizations do not face any internal problems for transition to ecommerce.
 - 12) E-commerce enables firms to reach only at local level.
- Q.2 A) Define services. Explain its characteristics. 08
- B) What are the challenges faced by the service sector in the Indian context? 07
- OR
- C) Explain the importance of service sector in the Indian context. 08
- D) Describe the states involved in the new service development cycle. 07

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- Q.3** A) Distinguish between organized retailing and unorganized retailing. **08**
B) Describe the challenges of retailing in India. **07**
- OR**
- C) Explain the different store formats operating in India. **08**
D) Write a note on careers in retailing. **07**
- Q.4** A) What is knowledge Process Outsourcing? Discuss its limitations. **08**
B) What are the advantages and limitations of Internet Banking? **07**
- OR**
- C) Explain the advantages and disadvantages of Enterprise Resource Planning System. **08**
D) What are the various elements of logistics network? **07**
- Q.5** A) What is E-commerce? Explain its key functions. **08**
B) Elaborate on the scope of E-commerce in India. **07**
- OR**
- C) Explain the advantages and limitations of E-commerce. **08**
D) Write a note on Business-to-Business (B2B) transactions. **07**
- Q.6** A) Explain the impact of FDI on banking and insurance sector in India. **10**
B) Discuss various strategies for managing capacity and demand in the service industry. **10**
- OR**
- Q.6** Write short notes on: **(Any 4)** **20**
- a) C2C
 - b) FDI in retailing
 - c) Non-store formats
 - d) ATM
 - e) Classification of Services
 - f) Retail Franchising
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