

Jr. Supervisor Sign. Date - 04/08/2022

50 Marks.

a) downfalls
c) Footboard

b) Footfalls
d) shopfalls

a) International b) Indian
c) Insurance d) Internet

a) Tata
c) Godrej

b) Birla
d) Reliance

4 Services are highly _____ in nature.

a) durable b) perishable
c) storable d) tangible

a) salary
c) Royalty

b) Penalty
d) wages

6 Services may be classified on the _____ basis.

a) weekly	b) equality
c) Storage	d) intangibility

a) tangible b) intangible
c) demonstrable d) dictatable

a) Product	b) Price
c) Physical Evidence	d) Promotion

a) lower b) higher
c) no d) medium

a) inadequate b) desired
c) poor d) minimum

Answer :

11 The Online transactions are conducted with the help of _____ channel.
a) direct
b) indirect
c) long
d) wider

Answer : _____

12 Facility management of mall involves _____ management.
a) cash collection
b) traffic
c) stock clearance
d) none of these

Answer : _____

13 In case of _____ cards , the bank issuing it needs to check the credit worthiness of the customer.
a) Debit
b) Credit
c) Transit
d) ATM

Answer : _____

14 Which of the following is an element of Marketing mix of services?
a) people
b) preference
c) potential
d) power

Answer : _____

15 Pre-Purchase evaluation of services is _____.
a) possible
b) simple
c) not possible
d) easy

Answer : _____

16 Services _____ be stored for future sale.
a) Cannot
b) Can
c) Should
d) Must

Answer : _____

17 In service marketing, there is a need for interaction between the _____ and the customer.
a) manufacturer
b) wholesaler
c) service provider
d) distributor

Answer : _____

18 Inventory management is concerned with maintaining _____ level of inventory to meet customer requirements.
a) appropriate
b) higher
c) lower
d) neutral

Answer : _____

19 Indian retailers face the challenge of _____.
a) Satellite channels
b) cash transactions
c) infrastructure
d) labour

Answer : _____

20 Service performance _____ from one service provider to the other.
a) may differ
b) may not differ
c) remains same
d) does not change

Answer : _____

21 The Government of India has allowed _____ of FDI on multi brand retail.
a) 51% b) 75%
c) 100% d) 25%

Answer : _____

22 Mannequins are important at _____ stores.
a) cosmetics b) garments
c) laundry d) utensils

Answer : _____

23 The outlet which offers several brands across a single product category is called _____ outlet.
a) Multibrand b) Single brand
c) unorganised d) Mom & Pop

Answer : _____

24 If service performance drops below expectation, customers are likely to be _____ with the service provider.
a) Dissatisfied b) desired
c) Delighted d) Satisfied

Answer : _____

25 E-Commerce facilitates interaction between the customer and the organisation via _____.
a) internet b) store
c) Bank d) office

Answer : _____

26 The brick and mortar stores are also known as _____.
a) online stores b) offline stores
c) E-Retail d) E-stores

Answer : _____

27 In LPO, 'L' stands for _____ Process Outsourcing.
a) Legal b) Limited
c) Large d) Little

Answer : _____

28 Online marketing has _____ coverage.
a) Local b) National
c) Regional d) Global

Answer : _____

29 To operate _____ card, the cardholder need not have bank balance.
a) Debit b) Credit
c) ATM d) Cheque

Answer : _____

30 KPO stands for _____.
a) Knowledge Print Outsourcing b) Knowledge Polite Outsourcing
c) Knowledge Process Outsourcing d) Knowledge Political Outsourcing

Answer : _____

31 _____ is the example of services.

- a) Refrigerator
- b) television set
- c) washing machine
- d) communication

Answer : _____

32 In debit card, the amount gets _____ from the bank balance of the customer when it is used to make payment.

- a) increased
- b) decreased
- c) added
- d) no effect

Answer : _____

33 KPO involves outsourcing of _____ related business processes.

- a) knowledge
- b) labour
- c) capital
- d) manpower

Answer : _____

34 Publicity, Advertising etc. are elements of _____ mix.

- a) Product
- b) Promotion
- c) Price
- d) Place

Answer : _____

35 _____ is not a private firm in Indian Insurance Sector.

- a) HDFC Standard Life
- b) Birla Sunlife
- c) Life Insurance Corporation
- d) Max New York Life

Answer : _____

36 _____ is an example of unorganised retail.

- a) Dmart
- b) Big bazaar
- c) Kirana store
- d) Phoenix Mall

Answer : _____

37 E-Commerce transaction between customers is referred to as _____.

- a) B2B
- b) B2C
- c) C2C
- d) D2D

Answer : _____

38 Credit card practices _____ transaction.

- a) error
- b) paperless
- c) cash
- d) stop payment

Answer : _____

39 In retail sector, _____ investments are made by corporates like TATA and Birla.

- a) Less
- b) No
- c) huge
- d) light

Answer : _____

40 Under franchising, the franchisor transfers _____ to the franchisee.

- a) rights & resources
- b) physical building
- c) development rights
- d) only resources

Answer : _____

41 When service performance is within the zone of tolerance, customers are likely to be _____.

- a) satisfied
- b) dissatisfied
- c) delighted
- d) disgusted

Answer : _____

42 The service process relates to _____ a service product is delivered to the customers.

- a) Why
- b) When
- c) How
- d) Who

Answer : _____

43 LPO stands for _____.

- a) Legal Print Outsourcing
- b) Legal Process Outsourcing
- c) Lawyer Processing Outsourcing
- d) Loyal Payment Outsourcing

Answer : _____

44 India's e-commerce market is mainly popular in _____ areas.

- a) rural
- b) urban
- c) agricultural
- d) village

Answer : _____

45 Services sector provides revenue to government by way of _____.

- a) Custom duty
- b) Excise duty
- c) services tax
- d) commission

Answer : _____

46 Which segment do Flipkart, amazon.com belong?

- a) B2B
- b) B2C
- c) C2B
- d) C2C

Answer : _____

47 Internet banking is available _____.

- a) only during banking hours
- b) only on weekdays
- c) anytime in day or night
- d) only during daytime

Answer : _____

48 In E-commerce , 'E' indicates _____.

- a) Easy
- b) Exchange
- c) Electronic
- d) Equipped

Answer : _____

49 In online selling , the _____ acts as intermediaries between the customer and producer.

- a) sales force
- b) salesmen
- c) sales agent
- d) e-commerce

Answer : _____

50 If service is delivered more than the expectations of the consumer, it is termed as _____.

- a) satisfaction
- b) happiness
- c) delighted
- d) dissatisfaction

Answer : _____

C2C522

(2)

Class - Fulcom sem-2
Exam - Regl ATICR - May-22
Sub - Commerce - II
Date - 04/05/2022
Marks: 100

Duration: 3 hour & 15 Minutes.

Note: 1. All Questions are compulsory.

2. Figures to right indicate full marks.

- Q.1 Multiple Choice Question (Separate Sheet Attached) 50
- Q.2 Answer Any One of the following: 10
- What do you mean by Services? Discuss the Scope of Services.
 - What do you mean by Marketing Mix? Discuss various Elements of Service Marketing Mix.
 - Explain various Strategies of Managing Demand and Capacity during peak time and lean time.
- Q.3 Answer Any One of the following: 10
- What is Store Planning? Discuss the Guidelines for effective Store Planning.
 - What are the various Survival Strategies of Unorganised Retailing?
 - What do you mean by Mall? Explain the Elements of Mall Management.
- Q.4 Answer Any One of the following: 10
- Distinguish between Debit card and Credit card.
 - Discuss the importance of FDI on Insurance Sector.
 - What do you mean by Logistics? Explain the challenges of logistics Sector in India.
- Q.5 Answer Any One of the following: 10
- What do you mean by E- Commerce? Explain the characteristics of E-Commerce.
 - Discuss the Challenges of transition of E-commerce in India.
 - Explain various Advantages of E-commerce.
- Q.6 Write Short Note on: (Any Two) 10
- Features of Services
 - Organised Retailing v/s Unorganised Retailing
 - Online Banking
 - Limitations of E-Commerce