

C2C423.

Library

~~Com II~~ Com II
Fy Blom
10/4/23
sem II
Marks: 100

Time: 3 hours

NOTE: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q1. A) Select the appropriate option and fill in the blanks: (Any 10)

10

1. Service Sector provides revenue to government by way of _____.
 - a. Custom duty
 - b. Excise duty
 - c. Service Tax
 - d. Commission
2. Customers are _____, if service performance is within the Zone of Tolerance.
 - a. Satisfied
 - b. Dissatisfied
 - c. Delighted
 - d. Upset
3. Pre-purchase evaluation of service is _____.
 - a. Possible
 - b. Not possible
 - c. Simple
 - d. Easy
4. _____ is a form of store retail format.
 - a. Amazon
 - b. Flipkart
 - c. Big Basket
 - d. Dmart
5. _____ is an important element of mall management.
 - a. Towing
 - b. Zoning
 - c. Rowing
 - d. Toning
6. At present, _____ percent of FDI is allowed in single brand retail.
 - a. 25
 - b. 50
 - c. 100
 - d. 75
7. _____ Retailers are called as Mom & Pop Store.
 - a. Organised
 - b. Unorganised
 - c. Professional
 - d. Industrial
8. _____ card encourages lavish spending on the part of the user.
 - a. Debit
 - b. ATM
 - c. Credit
 - d. PAN
9. _____ is the element of Logistics.
 - a. Warehousing
 - b. Discount
 - c. Promotion
 - d. Payment
10. _____ is not a private firm in the Insurance Sector.
 - a. HDFC Standard life
 - b. Max NewYork Life
 - c. Life Insurance Corporation
 - d. Birla Sunlife
11. E-Commerce transaction between customers is referred as _____.
 - a. B2B
 - b. B2C
 - c. C2C
 - d. C2B
12. E-Commerce has _____ reach.
 - a. Local
 - b. Regional
 - c. National
 - d. Global

Q1. B) State whether the following statements are True or False: (Any 10)

10

- a) Services can be demonstrated.
- b) In service marketing, there is a need for interaction between Service provider and Customer.
- c) All the service provider give same kind of service performance.

- d) Mannequins are important in Utensils stores.
- e) Automatic Vending Machine is an example of Store Retail Format.
- f) Multi-brand retail offers several brands across single product category.
- g) Credit card is issued to those customers who have bank account.
- h) FDI has resulted in the growth of insurance sector in India.
- i) Brick and mortar stores are known as Online stores.
- j) India's E-commerce market is mainly dominated by Rural areas.
- k) E-commerce requires huge capital investment.
- l) B2C stands for Business to Competitor model of E-Commerce.

Q. II Answer any two of the following:

15

- 1. What do you mean by Services? Discuss various areas of Services.
- 2. Discuss the Challenges in Service Sector.
- 3. Explain the Elements of Marketing Mix for Services.

Q. III Answer any two of the following:

15

- 1. Distinguish between Organised and Unorganised Retailing.
- 2. What is Store Planning? Explain the Elements of Store Planning.
- 3. Discuss the Career in Retailing.

Q. IV Answer any two of the following:

15

- 4. Discuss any 4 Advantages and any 4 Disadvantages of Internet Banking.
- 5. Explain the positive impact of FDI on Banking sector in India.
- 6. What do you mean by Logistics? Discuss its advantages.

Q. V Answer any two of the following:

15

- 1. What is E- Commerce? Discuss its Characteristics.
- 2. Explain the importance of E-Commerce.
- 3. What are the factors responsible for growth of E-Commerce in India?

Q. VI Write Short notes on : (Any 4)

20

- 1. Features of Services
- 2. Non-store Retail Format
- 3. Retail Franchising
- 4. Limitations of Logistics
- 5. Debit Card
- 6. Online Marketing Research
