

FYBcom/comm-II/sem-II 7/03/2020

**Q.1 (A) Fill in the Blanks with appropriate words and rewrite the same. (Any 10) (10)**

1. Services are \_\_\_\_\_. (durable, perishable, homogeneous)
2. Advertising is a part of \_\_\_\_\_ marketing mix. (product, promotion, people)
3. Demand for services exceeds the maximum capacity during \_\_\_\_\_ period. (peak, off season, non-peak)
4. \_\_\_\_\_ retailing is modern form of retailing. (Organised, Unorganised, Small)
5. Government of India has approved \_\_\_\_\_ percent FDI in single brand retail. (100, 60, 51)
6. A \_\_\_\_\_ is an internal arrangement of the store. (Store format, non-store format, store layout)
7. \_\_\_\_\_ involves outsourcing of knowledge. (BPO, LPO, KPO)
8. Warehousing, Transportation are important elements of \_\_\_\_\_. (ERP, Logistics, Retailing)
9. Debit cards have \_\_\_\_\_ payments by cheques. (Increased, reduced, removed)
10. E-Commerce facilitates buying and selling \_\_\_\_\_. (face to face, in the market, online)
11. OLX is a type of \_\_\_\_\_ e-commerce website. (B2B, C2C, B2C)
12. \_\_\_\_\_ is an example of online marketing research. (Observation, Web Survey, Face to face Interview)

**Q. 1(B) State whether the following statements are True or False. (Any 10) (10)**

1. Service has no ownership.
2. Process as a marketing mix refers to the service delivery given by the service provider to its customers.
3. Marketing research is necessary for expanding services for the benefit of customers.
4. Large corporate firms are entering into unorganised retailing.
5. Automatic vending machine is a form of store format.
6. Survival of organised retailers is in danger.
7. BPO helps to save the costs of the organisation.
8. Logistics management increases the time to reach the product in the hands of the customers.
9. ICICI Prudential is an example of public sector insurance organisation.
10. E-Commerce increases speed and accuracy of business transactions.
11. Internet facility is not popular in India.
12. E-Commerce provides different options to make payments of product purchases.

**Q. 2 Answer Any Two of the Following (15)**

- a) State and explain the meaning and Characteristics of Services.

X49DAD

- b) Briefly explain the different P's of services marketing mix.
- c) Discuss the process of Service Development Cycle.

**Q. 3 Answer Any Two of the Following** (15)

- a) Distinguish between Organised and Unorganised Retailing.
- b) Describe the classification of store format.
- c) Discuss the concept of 'FDI in retailing'.

**Q. 4 Answer Any Two of the Following** (15)

- a) Discuss the merits and limitations of Debit Card.
- b) Describe the impact of FDI on banking and insurance sector.
- c) Explain the elements of Logistics.

**Q. 5 Answer Any Two of the Following** (15)

- a) State and explain the meaning and functions of E-Commerce.
- b) Describe the types of E-Commerce.
- c) Describe the factors responsible for the transition to e-commerce in India.

**Q. 6 Write Short Notes on Any four** (15)

- a) Challenges in service sector
- b) Careers in retailing
- c) Credit Card
- d) Online Marketing Research
- e) Retail Franchising
- f) Limitations of E-commerce