

Q.1 A) Fill in the blanks with correct option. (Any 10)

(10)

1. Promotion refers to the _____ that induces the customer to buy the services.
a) price-mix b) communication-mix c) service-mix d) product-mix
2. Services are highly _____.
a) perishable b) durable c) strong d) weak
3. Demand for services exceeds the maximum capacity during _____ period.
a) non peak b) peak c) off-season d) regular
4. ERM refers to employee _____ management.
a) reason b) right c) relationship d) round
5. _____ is an example of non store retail format in India.
a) Electronic retailing b) Hypermarket c) Departmental store d) Supermarket
6. Unorganised retail outlets are mainly _____ retail outlets.
a) modern b) outdated c) most advanced d) traditional
7. Government allowed _____ % FDI in multi brand retail outlet.
a) 51 b) 61 c) 100 d) 81
8. Retail manager is one of the careers in _____.
a) retailing b) manufacturing c) wholesaling d) government
9. ATM stands for _____.
a) Automated Teller Machine b) Any Time Money c) Automatic Talking Machine d) Automatic Transfer Machine
10. _____ requires some paper work to obtain.
a) Debit card b) Credit card c) ATM card d) Smart card
11. FDI results in _____ of foreign capital in India.
a) inflow b) reduction c) outflow d) wastage
12. E-commerce permits _____ reach.
a) local b) national c) global d) society

B) State whether the following statement is true or false (any 10) (10)

1. Place and time plays important role in service marketing mix
2. Services are tangible in nature.
3. Idea screening is required in service development cycle.
4. Departmental store is non store format.
5. Zoning a mall refers to allotting floors on the basis of category.
6. Retail franchising is a short term contract between two parties.
7. All most all banks in India issue ATM cards.
8. Internet banking offers banking services 24 x 7.
9. At present, FDI is allowed upto 100% in banking sector.
10. The B2C transactions reduce distribution cost.
11. The brick and mortar stores are also known as on-line stores.
12. E-commerce permit audience sizing to the e-marketer.

Q.2 Answer any two of the following (15)

- a) Explain the meaning and characteristics of services
- b) Discuss the scope of services.
- c) Explain the various stages in service development cycle.

Q.3 Answer any two of the following (15)

- a) Distinguish between organised and unorganized retailing.
- b) Explain trends in Indian retailing.
- c) Explain guidelines for store planning and layout

Q.4 Answer any two of the following (15)

- a) What is BPO? Explain its advantages.
- b) Explain the advantages and disadvantages of debit card
- c) Explain the reasons for opening of Insurance sector to private parties.

Q.5 Answer any two of the following (15)

- a) What is E-commerce? Explain its features.
- b) Explain the Importance of E-Commerce.
- c) What are the benefits of online marketing research to business?

Q.6 Write Short Notes on any 4

(20)

- a) B2B Commerce
- b) ERP
- c) Legal Process outsourcing
- d) Careers in retailing
- e) Promotion
- f) Internet banking

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