

VC-D- 11-2-14 -FYBCOM-IISEM-SERVICE SECTOR -60MKS-2HRS-1800

Q. 1 Answer the following questions (Any two)

15

- a. Define services. Describe its features.
- b. Write a note on customer expectations of services.
- c. Discuss the strategy for managing capacity and demand

Q. 2 Answer the following questions (Any two)

15

- a. Explain the concept or features of organized and unorganized retailing.
- b. Discuss the survival strategies for unorganized retailing in India.
- c. Discuss the prospects challenges of retailing in India.

Q. 3 Answer the following questions (Any two)

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- a. Discuss the importance of logistics
- b. Write a short note on ATM and credit cards.
- c. Explain the various elements of logistics network.

Q. 4 Answer the following questions (Any two)

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- a. Explain the meaning of B2B transactions
- b. Explain the meaning and theories of E-commerce.
- c. What are the characteristics of e-commerce.

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