

Answer the following (any 2) :

- 1) Explain the meaning and types of services.
- 2) Explain marketing mix in detail
- 3) Write a short note on price and physical evidence

Answer the following (any 2) :

- 1) Explain the meaning and different trends in retailing.
- 2) What are the different store formats operating in India.
- 3) Explain FDI in retail sector.

Answer the following (any 2) :

- 1) Explain reasons for privatization of insurance sector.
- 2) What is ERP? Explain its advantages.
- 3) Explain the meaning, definition and elements of logistics.

Answer the following (any 2) :

- 1) Explain the meaning functions and importance of E-commerce.
- 2) Explain the C2C concept of E-commerce.
- 3) Explain the recent trends in E-commerce.

----- The End -----