

Q.1. Answer any Two of the following.

(15)

- a) Explain the meaning and importance of service sector in India.
- b) What is marketing research? Explain the steps in marketing research.
- c) Explain the reasons for growth of service sector in India.

Q.2. Answer any Two of the following.

(15)

- a) Write a short note on FDI in retailing in India.
- b) Explain the reasons for growth of organized retailing in India.
- c) Explain the recent trends in India.

Q.3. Answer any Two of the following.

(15)

- a) Write a short note on Debit card.
- b) Explain the meaning and elements of logistics.
- c) What are the reasons for privatization of Insurance sector in India.

Q.4. Answer any Two of the following.

(15)

- a) What is E- Commerce? Explain the distinct features of E-Commerce.
- b) Explain in brief the B2B concept of E-Commerce.
- c) Explain the factors responsible for the transaction to E-Commerce in India.

Q.5. A. Select the appropriate option and rewrite the sentence.

(05)

1. Service sector provides revenue to Government by way of _____.
2. The service 'process' relates to _____ a service product is delivered to the customers.
3. Customer satisfaction surveys helps to retain _____.
4. _____ is the first store to set up a shop in a mall.
5. Currently India occupies _____ place in respect of the number of internet users.

Q.5. B. State whether following statements are true or false.

(05)

1. Services can be produced in anticipation of demand.
2. Generally a firm collects marketing research data from secondary data.
3. Departmental store is a form of non-store format.
4. Generally retail franchising is a short term contact between two parties.
5. In India infrastructure is not a problem for logistics management.

Q.5. C. Match the column.

(05)

Group A

Group B

1. ATM
2. China
3. Idea Screening
4. Malls
5. Direct Selling

- a. Rejection of Idea
- b. Largest store format
- c. 1st largest user of internet
- d. Sales agent
- e. Electronic Banking