

Class: F.Y.B.COM. (SEM-II) SUBJECT: commerce-II

17/02/2017

140

Marks: 75

Time:  $2\frac{1}{2}$  Hrs.

N.B.: 1. All questions are compulsory.

2. All questions carry equal marks.

3. Figures to the right indicate maximum marks allotted to the sub-questions.

Q.1. Answer the go following . (any two).

(15)

1. Explain the distinct characteristics of the service sector?
2. What are the reasons for the opportunities in the service sector?
3. Explain the challenges faced by entrepreneurs in the service sector?

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

(15)

1. Explain the concepts of organised and unorganized retailing?
2. Explain the different store formats in India?
3. Discuss the survival strategies for unorganized retailing in India?

Q.3. Answer the following (any two)

(15)

1. Explain the concept of BPO?
2. Write a short note on ATM?
3. Discuss the importance of logistics?

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

(15)

1. What is e - commerce? Explain the functions of e- commerce?
2. Discuss the limitations of e-commerce?
3. Wrote a note on on-line marketing research ?

Q.5.A) Select the appropriate option given in the bracket.

1. In India , the service sector generates about ..... Percent of employment (30, 20, 10)
2. .... Is issued to customers who have a bank balance. ( debit card, credit card, ID Card)
- 3..... Banks have the largest number of ATMs in India .( private sector, foreign, public sector)
4. E-commerce permits ..... Reach ( local, national , global)
5. .... Involves outsourcing of legal work(LPO, KPO, BPO).

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

1. Services can be produced in anticipation of demand.
2. Departmental store is a form of non- store format.
3. ATM cards create convenience to the customers.
4. B2B transactions are very popular in India.
5. E- commerce increases distribution costs.

Q.5. C) Match the columns.

- |                        |                         |
|------------------------|-------------------------|
| 1.) LPO                | A) ambience             |
| 2.) Physical evidence. | B) Limited period       |
| 3.) Market testing.    | C) Largest store format |
| 4.)Malls.              | D) Sales agent          |
| 5.) Direct selling.    | E) Legal services       |