D:- 23/09/2016

FYBCOM-SUB-COMMERCE- SEM II SEPT 2016- 75 MARKS-2 ½ HOURS

N.B – 1. All questions are compulsory.

2. All questions carry equal marks.

Q.1 Answer any two of the following.   15

1. Describe services. Explain the elements of service mix.

2. Write a note on Service product.

3. Give the reasons for opportunities in the service sector.

Q.2 Answer any two of the following.   15

1. Which factors responsible for growth of organized retailing.

2. Explain the different Non store formats in India.

3. Write a note on FDI in retailing.

Q.3 Answer any two of the following.   15

1. Write a short note on ATM.

2. Describe the advantages and limitations of BPO

3. Discuss the importance of logistics.

Q.4 Answer any two of the following.   15

1. What is E-commerce? Explain its features.

2. Explain the factors responsible for the transition to Ecommerce

3. Write a short on B2B transactions.

Q.5 Select the appropriate option and fill in the gaps.   5

1. _____ is the primary level of service product.(Core benefit, Basic Services, Augmented Service)

2. The service process relates to _____ a service product is delivered to the customers.(why,when,how)

3. _____ is the first store to set up a shop in a mall.(Food court , Conveninece store, Anchore Card)

4. _____ is issued to customers who have a bank balance.(debit card, credit card,ID card)

5. _____ is the world's largest e-retailer.(Flip Kart,Amazon,Walmart)   5

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

1.The unoraganised retail has a longer break even point as compared to organized retail.

2.Service providers needs to conduct marketing research.

3. Place and time does not play any importance in the service-mix

4.Departmental retail has a longer break even period as compared to organized retail.

5.ATM cards create convenience to the customers.   5

Q.5 C Match the columns

Group A	Group B
	A. Core Benefit
1. LPO	B. Rent collection
2. ATM	C. Legal Services
3. Product	D. Electronic banking
4. Finanace Management	E. !st Largest Internet User B
5. China	