

**Q 1. A) Fill in the blanks with the appropriate option (any 10)****(10)**

1. In India , the services sector generates about \_\_\_\_\_ percent of employment.  
( 30,20,10,)
2. Services are generally \_\_\_\_\_.  
(Tangible, Intangible, Demonstrable)
3. \_\_\_\_\_ is the primary level of service product.  
(core benefit, basic services, a augmented service)
4. At present, FDI is allowed upto \_\_\_\_\_ percent in single brand retail .  
( 100, 74, 49)
5. Facility management of a mall involves \_\_\_\_\_ management.  
( cash collection , traffic , stock clearance)
6. Signage includes \_\_\_\_\_.  
(Detailed information, price list, logo)
7. \_\_\_\_\_ is issued to customers who have a bank balance.  
( debit card, credit card, ID Card )
8. \_\_\_\_\_ banks have the largest number of ATM's in India.  
(Private sector, foreign, public sector)
9. \_\_\_\_\_ involves outsourcing of legal work.  
(LPO, KPO, BPO)
10. \_\_\_\_\_ is the largest form of e – commerce in terms of business volume.  
( B2B , B2C, C2C)
11. \_\_\_\_\_ is the largest online store in the world.  
( amazon , flipkart , snapdeal )
12. \_\_\_\_\_ management is an important element of logistics.  
( inventory , banking , retail )

**b) State whether the following statements are true or false (any 10)****(10)**

1. Customer considers the services of employees in judging the quality of service.
2. Service can be produced in anticipation of demand.
3. Service providers always visit the customer's site to provide services.
4. Idea screening is required in service development cycle.
5. Generally retail franchising is a short term contract between two parties.
6. FDI in multiple brands is implemented in all the states of India.



7. The entry of corporate sector in retail trade has given a big boost to the unorganized retail Sector.
8. ATM cards create inconvenience to the customer.
9. In India , infrastructure is not a problem for logistics management.
10. B2B transactions are not very common in India.
11. E – commerce permits audience sizing to the e – marketer.
12. There are no cases of billing problems in the case of e – commerce transactions.

**Q 2. Answer the following (any 2) (15)**

1. Explain the importance service in India.
2. What is the importance of physical evidence in service sector?
3. What are the opportunities in service sector?

**Q 3. Answer in the following (any 2) (15)**

1. What are the recent trends in Retailing?
2. What are the survival strategies for unorganized retailing?
3. Explain Foreign Direct Investment (FDI) in Retailing.

**Q.4 Answer the following (any 2) (15)**

1. Explain Reasons for outsourcing legal sources to India.
2. Explain Advantages & disadvantages of ERP.
3. What are reasons for privatization of Insurance Sector?

**Q 5. Answer the following (any 2) (15)**

1. Explain the meaning of E – commerce. What are functions of e – commerce?
2. Explain the benefits of B2B transactions.
3. Explain the factors that restricts spread of e – commerce in India.

**Q 6. Write shorts notes on following (any 4) (15)**

1. Service price.
2. Non – store format.
3. Careers in retailing.
4. Elements of logistics.
5. Credit card.
6. Legal process outstanding.