

Q.1 Answer the following .(Any Two)

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- a) Define service. Explain its characteristics.
- b) Explain in brief the elements of service marketing mix.
- c) Describe the process involved in delivery of services.

Q.2 Answer the following .(Any Two)

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- a) Explain the different Store formats of retailing in India.
- b) Describe the prospects of retailing in India.
- c) Describe the elements of mall management

Q.3 Answer the following .(Any Two)

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- a) Write a note on ERP.
- b) Discuss the importance of logistics.
- c) Explain the concept of BPO.

Q.4 Answer the following .(Any Two)

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- a) Discuss in brief the advantages if e-commerce.
- b) Write a note on On-line marketing research.
- c) Write a note on B2C

Q5.A Select the appropriate option given in the bracket.

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- a) In India , the service sector generates about ____percent of employment(30,20,10)
- b) The service marketers face the challenges of ____
(intangibility,tangibility)
- c)The share of organised retailing is expected to increase to ____ % by 2020
(24,30,40)

- d) _____ is the first store to set up a shop in a mall (Food court, convenience store, Anchor client)
- e) _____ involves outsourcing of legal work. (BPO, KPO, LPO)

Q.5 B State whether following statements are True or False.

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1. Services are generally tangible in nature.
2. Service providers need not to conduct marketing research.
3. Departmental store is a form of non-store format.
4. ATM cards create convenience to the customers.
5. B2B transactions are not very common in India.

Q.5 C Match the column.

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A

B

1. Place
2. Idea Screening
3. Promotion
4. ATM
5. China

- a) Rejection of Ideas.
- b) Electronic banking.
- c) 1st largest user base internet
- d) Exhibitions
- e) Channels

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