Q.1 Fill in the blanks with the correct option.   **50**

1._____is the primary level of service product.

a)Core Benefit b) Basic Service c)Augmented Service d)Slow Service

2.. Customer Satisfaction survey helps to retrain _____.

a.)customers b)dealers c)supplier d) employee

3.Improvement in _____ can be undertaken through training and motivating service staff

a) quality b)price c)productivity d)place

4.Demand for services exceeds the maximum capacity during_____ period.

a) Peak b)Non-peak c)Off-season d)Rainy Season

5.Highest level of expectations can be termed as _____ service.

a)Adequate b)Essential c)Desired d)Zone of Tolerance

6.Retail Industry contribute _____ of India's GDP.

a)50% b)35% c)55% d)10%

7.Services are _____ from service provider.

a)detachable b)movable c)separable d)inseparable

8. Since _____, the government of India has liberalized the Indian economy, including the service sector.

a)1991 b)1992 c)1981 d)1982

9.Services are acts or performances performed by one party to another for ___.

a)combination b)contribution c)distribution d)production

10.Retail format in which the retailer and customer communicate with each other through an interactive electronic network is known as_____

a)electronic retailing b)direct selling c)ATM d)Convenience stores

11.The extent to which customers are willing to accept variations in service performance is called the zone of_____

a)Handling b)Tolerance c)Behavior d)Co-operation

12._____ management of a mall involves managing the footfall inside and outside the mall.

a)Zoning b)Traffic c)Ambience d)Parking

13.Displaying the name and logo of the store is known as _____

a)Banner b)Signage c)Sign Board d)Hoardings

14.In 2012, the central government approved _____ in multi-brand retail.

a)55% b)51% c)58% d)53%

15._____ is a store that combines a supermarket and a departmental store.

a)Hypermart b)Shopping mall c)Lifestyle Center d)Anchor client

16._____ involves location of the store, store design and layout, the type of merchandise to display and sell, etc.

a)Market planning b)Product planning c)Sales planning d)Store planning

17.Organised retailing has to bear ____ operating cost as compared to an organised retailing.

a)high b)low c)moderate d)nil

18._____ is an example of store format.

a)direct selling b)direct marketing c)online retail d)malls

19._____is a business management software usually a suite of integrted applications.

a)KPO b)ERP c)LPO d)BPO

20.McDonald is an example of_____

a)Free lancing b)Franchising c)Merger d)Venture

21.In debit card, the amount gets____ from the bank balance of the customer.

a)Added b)Transfer c)Increased d)Deducted

22.On-Line transactions can be broadly divided into _____ phases.

a)Three b)Two c)Five d)Four

23.B2C has _____ stages.

a)2 b)3 c)4 d)5

24.EDI facilitates transactions of _____ trade exchanges.

a)first time b)one-time c)current d)recurrent

25.Audience sizing enables the online marketer to know about the number of _____ that visited the online site.

a)companies b)outlets c)groups d)persons

Q.2 Answer any one.   10

A. Defne services . Explain the Scope of Services.

B. What are the factors influencing pricing of services ?

C. What challenges are faced by entrepreneurs in service sectors ?

Q.3 Answer any one   10

A. Discuss the recent trends in Indian retailing

B.Explain the survival strategies for unorganized retailing in India

C.Distinguish between organized and unorganized retailing

Q.4 Answer any one   10

A.What is BPO ? Explain its advantages.

B.Explain the advantages of Internet Banking

C. What are the advantages of Logistics in India ?

Q.5 Answer any one   10

A.Explain the meaning and featuresof E-commerce

B. Explain Online Marketing research.

C. What are the challenges for transition to E-commerce in India

Q.6 Write short notes on any two   10

1. Service Product
2. Credit Card
3. Mall Management
4. B2B