

HERAMB COACHING CLASSES

FYBCOM/ COMMERCE PAPER I Marks: 100 Duration: 3Hrs Date:27/03/17

Q.1 A Fill in the blanks

(05)

1 _____ refers to how a service product is delivered to the customers.

(a) people (b) process (c) physical evidence

2 Pre purchase evaluation of service is _____.

(a) possible (b) simple (c) not possible

3 The challenges of inconsistency in services can be overcome through _____ of employees.

(a) promotion (b) transfer (c) training

4 Indian retailers face the challenge of _____.

(a) satellite channels (b) cash transaction (c) infrastructure

5 _____ involves outsourcing of legal work to low wage markets overseas.

(a) BPO (b) KPO (c) LPO

B State whether the following statements are true or false:

(10)

1 Insurance is an example of pure service.

2 Service can be stored.

3 Service are produced and consumed simultaneously.

4 India has maximum unorganized retail market.

5 FDI is not accepted in retailing.

6 BPO is part of ITES.

7 Tata-AIA is working as a bank.

8 Credit cards are more useful than debit cards.

9 E-commerce is difficult than Brick and Mortar system.

10 Safety issue is one of the major concerns in e-commerce.

C Match the columns:

(05)

Group A

Group B

- | | |
|----------------|--|
| 1 India | (a) two or more outlets under common ownership |
| 2 Pricing | (b) major player in global services trade |
| 3 Shopping | (c) key element of services marketing mix |
| 4 Credit card | (d) acts as on-line stores |
| 5 Retail chain | (e) connected to bank account |

Q. 2 Answer the following.(Any 2)

(15)

- 1 Bring about classification of services.
- 2 Explain challenges faced by entrepreneurs in service sector.
- 3 Explain importance of service sector in the Indian context.

Q. 3 Answer the following.(Any 2)

(15)

- 1 Distinguish between organized and unorganized retailing.
- 2 Write a note on non-store formats in India.
- 3 Write a note on retail franchising.

Q. 4 Answer the following.(Any 2)

(15)

- 1 Write a note on ERP.
- 2 What is internet banking? What are its advantages?
- 3 What are the challenges faced by Logistics sector in India?

Q.5 Answer the following.(Any 2)

(15)

- 1 Explain the features of E-commerce.
- 2 Discuss the advantages of on-line marketing research in India.
- 3 Write a note on B2C E-commerce

Q.6 Answer the following: (Any 2)

(20)

- 1 Explain the scope of services.
- 2 Discuss the trends in retailing.
- 3 Define E-commerce and explain its key features.