

HERAMB COACHING CLASSES

Yogeshwar Towers, Katemanivali, Kalyan (E)

FYBCOM/ Commerce Paper II **MARKS: 100** **DURATION: 3HOURS** **DATE: 20-04-19**

NOTE:

1. Need not to write questions of objectives, but you need to write answers in serial. If not answers would be given wrong if it's correct.
2. Marks to the right depicts full marks.

Q.1.A. Select the appropriate option. (Any 10)

(10)

1. Services are generally _____.
a) Tangible b) Intangible c) Demonstrable
2. _____ Services represents the minimum tolerable expectation service.
a) Adequate b) Desired c) Minimum
3. Customer satisfaction surveys helps to retain _____.
a) Customers b) Dealers c) Employees
4. At present FDI is allowed upto _____% in single brand retailing.
a) 100 b) 74 c) 51
5. _____ retailers are also called pop & mom stores.
a) Organized b) Unorganized c) Professional
6. _____ is the first store to set up a shop in a mall.
a) Food Court b) Convenience Store c) Anchor client
7. ERP software allows organizations to use a _____ system of applications.
a) isolated b) outdated c) integrated
8. BPO enables business firms to focus on _____ activities.
a) Routine b) Core c) Daily
9. _____ involves outsourcing of legal work.
a) BPO b) KPO c) LPO
10. EDI Facilitates transactions of _____ trade exchanges.
a) First Time b) One-Time c) Recurrent
11. E-Commerce permits _____ reach.
a) Local b) National c) Global
12. Audience sizing enables the online marketer to know about the number of _____ that visited the online site.
a) Groups b) Outlets c) Persons.

B. State whether the statements are True or False.

(10)

1. Personal needs of customers do not influence desired social expectation.
2. Services can be produced in anticipation of demand.
3. Concept testing is done to find out the acceptability of a new service.
4. Departmental store is a form of non-store format.
5. Traffic management in a mall is concerned with management of traffic on the road to the mall.
6. Retail franchising is a short term contract between two parties.
7. Almost all banks issue ATM cards.
8. At present FDI is allowed upto 100% in banking sector.
9. Infrastructure is a problem of logistics management.
10. The B2C transaction reduces distribution cost.
11. Over the years E-commerce sales have increased in India.
12. There are no case of billing problems in the case of e commerce transaction.

- Q.2. Answer any TWO of the following. (15)**
1. Explain the scope & classification of services.
 2. Explain in brief the elements of service mix.
 3. Explain the stages in the new service development cycle.
- Q.3. Answer any TWO of the following. (15)**
1. Distinguish between organised and Unorganised Retailing.
 2. Explain the different stores formats in India.
 3. Briefly explain the prospectus & challenges of retailing in India.
- Q.4. Answer any TWO of the following. (15)**
1. Explain the concept of KPO.
 2. Describe the advantages and limitation of internet banking.
 3. Discuss the importance of logistics.
- Q.5. Answer any TWO of the following. (15)**
1. What is E commerce? Explain its features.
 2. Explain the E commerce transactions in India.
 3. Write a note on online marketing research.
- Q.6. Answer any FOUR of the following. (20)**
1. Importance of Service sector.
 2. Non store formats.
 3. Careers in retailing.
 4. Credit cards.
 5. B2B transitions.
 6. Guidelines for store planning for design and layout.
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