

Program: F.Y.B.COM Semester: II Program Code: UGCOM01
 Course: Commerce-II Course Code: NUCM201
 Duration: 2 Hours Examination Pattern: NEP- Autonomous- External Max. Marks: 60

Instructions:

1. Q.1 is Compulsory and Any 3 from Q.2 to Q.6.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	CASE STUDY	[15]	Course Outcome	Knowledge Level
	<p><u>SCOPE OF SERVICES - CITYCARE SERVICE NETWORK</u> :- CityCare Service Network is a multi-service organization operating in an urban region. It provides healthcare services, banking and insurance facilities, transport and logistics support, communication services, and digital services such as online payments and tele-consultation. In addition to these, the organization conducts preventive health check-ups, financial literacy programs, wellness counselling, and customer awareness campaigns. By using modern technology, CityCare serves customers from nearby towns and cities and provides employment opportunities to doctors, bankers, drivers, IT professionals, and administrative staff.</p>		CO1	L2, L3, L4
	(a) Identify the sector to which CityCare Service Network belongs and give reason.	[3]		
	(b) Explain any three major services provided by CityCare Service Network.	[3]		
	(c) How does the case study highlight the wide scope of services in the economy?	[3]		
	(d) Explain how technology has expanded the scope of services in this case.	[3]		
	(e) Suggest measures to improve the working of CityCare Service Network as a service provider.	[3]		
Q. 2	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) Define Services. Explain its Characteristics.		CO1	L3
	(b) Describe components of service mix.			
	(c) Explain various steps in the Service Development Cycle.			
Q. 3	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level

	(a)	Write a note on Unorganised Retailing.		CO2	L1,L2
	(b)	Elaborate various store formats in India.			
	(c)	Discuss growth of malls.			
Q. 4		Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a)	Explain the concept and scope of KPO in India.		CO3	L2,L3
	(b)	Define ATM and it's limitations.			
	(c)	Discuss various challenges for the logistics sector in India.			
Q. 5		Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a)	What is E-commerce? Explain its features.		CO4	L2,L3
	(b)	Discuss scope of E- commerce in detail.			
	(c)	Describe various Techniques of E-commerce.			
Q. 6		Explain the concepts. (5 Out of 8)	[15]	Course Outcome	Knowledge Level
	(a)	Kinds of Service Expectations.		CO1, CO2, CO3, CO4	L2,L3
	(b)	Challenges in Service Sector			
	(c)	Trends in Retailing.			
	(d)	Digital Kiosks.			
	(e)	Logistics Network.			
	(f)	Debit Card.			
	(g)	Functions of E-commerce.			
	(h)	Internet payment system			

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