

- Note:**
1. All questions are compulsory with internal choice.
 2. Figures to the right indicate full marks.

Q.1 (A) Fill in the blanks with appropriate option given in the bracket: (Any 10) (10)

- (1). Currently in India the service sector contributes about _____ percent of the total employment.
(a) 40 (b) 30
(c) 28 (d) 64
- (2). E-Commerce permits _____ reach.
(a) global (b) national
(c) local (d) international
- (3). Indian retailers face the challenge of _____.
(a) satellite channels (b) infrastructure
(c) cash transactions (d) transportation
- (4). Service sector provides revenue to the government by way of _____.
(a) Service Tax (b) Custom Duty
(c) Excise Duty (d) Revenue Tax
- (5). India's e-commerce market is mainly dominated by _____ areas.
(a) Rural (b) urban
(c) Agriculture (d) global
- (6). KPO stands for _____.
(a) Knowledge Process Outsourcing (b) Know Point Outsourcing
(c) Knowledge Point Outsourcing (d) Knowledge People Outsource
- (7). E-commerce _____ cost in the long run.
(a) Increase (b) reduces
(c) does not impact (d) doubles
- (8). _____ is an element of logistics.
(a) Discount (b) Transportation
(c) Promotion (d) Marketing
- (9). _____ is an example of non-store retailing.
(a) Electronic retailing (b) Franchise store
(c) Department store (d) Super Market
- (10). _____ management of a mall involves managing the footfall inside and outside the mall.
(a) Zoning (b) Traffic
(c) Ambience (d) creative
- (11). In 2024 _____ percent of FDI is allowed in the private banking sector in India.
(a) 74 (b) 85
(c) 49 (d) 100
- (12). A doctor must be physically present at the time of treating the patient; it is a feature of _____ in service.
(a) Inconsistency (b) Inseparability
(c) Intangibility (d) regularity

(B) State whether the following statements are True or False: (Any 10) (10)

- (1) Currently about 20% of India's population are internet users.
- (2) The operating cost of organised retail is lower as compared to the unorganised retail sector.
- (3) Service sector plays an important role in the growth of a nation.

- (4) Internet banking offers banking services only for fixed hours.
- (5) The entry of the corporate sector in retail trade has given a big boost to the unorganised retail sector.
- (6) There are fewer career opportunities available in the retail sector.
- (7) Indians prefer to enjoy the touch and feel shopping experience which is absent in e-retailing.
- (8) It is difficult to bring tangibility in services.
- (9) Education and tourism are not examples of services.
- (10) Currently the major part of the Indian population does not buy online due to lack of internet penetration.
- (11) Vegetable vendors on the footpath is an example of an organised sector..
- (12) There are no cases of fraud in the case of e-commerce transactions.

Q.2 Answer any two of the following: (15)

- (A) Enumerate the importance of the service sector in India.
- (B) Explain the marketing mix for services.
- (C) Discuss the steps in the marketing research process.

Q.3 Answer any two of the following: (15)

- (A) Discuss non store formats of retailing.
- (B) Explain the survival strategies for Unorganised retailers in India.
- (C) Distinguish between organized and unorganized retailing.

Q.4 Answer any two of the following: (15)

- (A) Explain the advantages of BPO.
- (B) Discuss the disadvantages of credit cards.
- (C) What is the importance of internet banking?

Q.5 Answer any two of the following: (15)

- (A) What is E-Commerce? Explain its features.
- (B) Enumerate the disadvantages of E-Commerce.
- (C) Explain the factors responsible for the growth of E-Commerce in India.

Q.6 Write notes on: (Any 4)

- (A) Business to Consumer (B2C)
- (B) Marketing Research
- (C) Knowledge Processing Outsourcing (KPO)
- (D) Productivity
- (E) Service product
- (F) Promotion

(20)

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