

FYBCom Sem II Commerce- II solution Marks - 100

Q1. A. Fill in the blanks with the appropriate option given in the bracket: (Any 10) (10)

1. Services..... be stored for future sale.
(can ,**cannot** ,should)
2. is the first stage in service development cycle
(market testing, review, **Idea generation**)
3. Services do not have material form and therefore they are.....
(inseparable, inconsistent, **intangible**)
4. Automatic vending machine is an example of.....
(Store format, **non Store format** ,online store)
5. offers several brands across a single product category.
(**multi brand outlet**, single brand outlets, BPO)
6. a mall refers to allotting floors on the basis of category
(positioning, advertising, **zoning**)
7. is a business management software that a company can use to collect, store, manage and interpret data.
(**ERP**, KPO, BPO)
8. Use of..... card result in debt for the user.
(debit ,**credit** ,ATM)
9. allows customers of bank to conduct banking transactions through a website of bank.
(online banking ,offline banking, transaction banking)
10. E-Commerce permitsreach.
(local ,regional, **global**)
11. In e-commerce there is investments on the part of the seller.
(**lower** , higher , no)
12. India's E-commerce market is mainly dominated by..... areas.
(rural ,**urban**, agriculture)

Q1. B. State whether the following statements are true or false: (Any 10) (10)

1. Service performance may differ from one service provider to the other.
TRUE
2. Marketing research has no significance in service development.
FALSE
3. In services marketing there is a need for interaction between the service provider and the customer.
TRUE
4. The unorganised retailing has to bear high operating costs.
FALSE
5. In retail sector heavy investments have been made by corporates such as Tata and Birla.
TRUE

6. Departmental Store is a form of non Store format.
FALSE
7. LPO involves Outsourcing of legal work.
TRUE
8. There is no difference between credit card and debit card.
FALSE
9. Indian Insurance sector includes private insurance firms also.
TRUE
10. In online shopping, customer can make payment only by internet banking.
FALSE
11. C2C is a type of e-commerce, where customers sell to another customer through the internet.
TRUE
12. Indian firms do not face any issues with reference to transition to e-commerce.
FALSE

Q2. Answer the following: (any 2) (15)

1. Define services. Describe its classification.
Any 1 definition of service
Classification on the basis of degree of: Tangibility, customer interaction, Govt. regulation, Customization, skills required, labor intensiveness etc
2. Explain the elements of marketing mix for services.
Price, product, place, promotion, people, physical evidence, process
3. Explain the Strategies for managing capacity and demand.
Shifting demand and capacity:
Vary the service offering, communicate with customer, modifying timing and location of service delivery, differentiate on price etc.
Flexing capacity to meet demand:
Stretch existing capacity – time, labor, facility
Align capacity with demand fluctuation:
Use part time employees, outsourcing, and rent facilities.
(any 6 or 7 points)

Q3. Answer the following: (any 2) (15)

1. Distinguish between organized retailing and unorganized retailing.
Meaning, operating cost, range of products, location, facilities, customer familiarity, Physical ambience, scale of operation, investment, technology

2. Describe the guidelines for store planning with reference to design and layout.
Location, lighting & music, floor layout, flooring & ceiling, signage, arrangement of merchandise, trial rooms, mannequins
3. What are the challenges faced by retail sector in India.
High real estate prices, restriction on FDI, problem of infrastructure, high tax rates, Challenge from e-commerce, problem of customer retention, technology

Q4. Answer the following: (any 2) (15)

1. What is KPO ? Explain its merits.
Meaning of Knowledge Process Outsourcing
Merits: specialized service, lower operational cost, growth of entrepreneur, Competitive advantage, corporate image, focus on core activities, lower investments, on time services
2. Explain advantages and disadvantages of debit card.
Advantages: convenience in payments, no interest/service charge, instant cash withdrawal, less scrutiny by merchants.
Disadvantages: problem of non acceptance, limited balance, hidden cost, frauds.
3. Describe various elements of logistics network.
Facility location & network design, information, customer order processing, inventory management, warehousing, transportation, material handling, and logistic packaging.

Q5. Answer the following: (any 2) (15)

1. What is E-commerce? Explain its features.
Meaning of E-commerce
Features: organized activity, types, exchange of information, support system, global reach, Richness, interactivity, direct channel.
2. Explain Business to Consumer (B2C) model of e-commerce in detail.
B2C process/activities:
Information search, pre-purchase decision, registration, placement of order, processing of order, processing of payment, operations management, shipment, delivery of goods, Feed back
3. Explain advantages of online marketing research.
Advantages: access to geographically diverse audience, accuracy, cheaper & faster, Identifies market opportunities, interaction with respondents

Q6. Write short notes on: (Any 4)

(20)

1. Customer Expectations of service
Meaning, desired service, adequate service, zones of tolerance.
2. Challenges in the service sector
Intangibility, inconsistency, inseparability, perishability, difficulty in valuation
3. Retail franchising
Meaning, benefits to franchisor/franchisee
4. BPO
Meaning, advantages or disadvantages
5. Internet banking
Meaning, advantages or disadvantages
6. Business to Business (B2B) transactions.
Meaning, advantages or process in brief