

Exam : F.Y.B.Com. Sem II October 2017

C0142 (CBGSS)

Subject: Commerce II

Exam Date 07th October ,2017

Question Paper Code: 04936

Time : 03 Hours Total Marks : 100

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

1. Service tax
2. communication
3. People
4. both
5. Legal Process Outsourcing
6. automated teller machine
7. Business Process Outsourcing
8. business to consumer
9. debit
10. internet
11. large
12. Ambience

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

1. True
2. False
3. True
4. True
5. False
6. False
7. True
8. True
9. False
10. True
11. False
12. False

Q2. A) Services are deeds, processes, performances, that are essentially intangible and do not result in the transfer of ownership. (2 marks)

Characteristics: Intangible, Inseparable, inconsistent, perishable, cannot be produced in anticipation of demand, no transfer of ownership **(08 marks)**

B).challenges faced by the service sector in the Indian context: Intangibility, inseparability, variability, perishability, customer retention, work force diversity, employee retention, standardization, managing demand. **(07 marks)**

OR

C) Importance of service sector in the Indian context: GDP contribution, employment, exports, capital formulation, support primary and secondary sector, revenue to the government, efficiency, regional development, social development, reduces inequalities, improves standard of living. **(8marks)**

D) The stages involved in the new service development cycle: idea generation, idea screening, concept testing, business analysis (cost-benefit analysis), service development, market testing, commercialization, review. **(7 marks)**

Q3. A) Distinguish between organized retailing and unorganized retailing: Ownership, operating cost, product range, investment, location, shopping comfort, technology, etc. **(08marks)**

B) challenges of retailing in India: restrictions on FDI, high real estate prices, problem of infrastructure, and lack of trained staff, challenges from ecommerce, high operating cost, high tax rates, problem of customer retention, technology, changing perceptions of customers, and challenge of unorganized retailers. **(7 marks)**

OR

C) The different store formats operating in India: malls, specialty stores, discount stores, department stores, hyper marts, convenience stores, multi brand outlets, lifestyle centers, anchor clients, food court. **(8 marks)**

D) Careers in retailing: sales, marketing manager, store manager, retail manager, retail merchandisers, visual merchandisers, logistics managers, human resources, finance, customer relationship. **(7 marks)**

Q4. A) Knowledge Process Outsourcing: It involves off-shoring of knowledge intensive business processes that require specialized domain expertise. **(02 marks)**

Limitations: poor services, exploitation of employees, employee turnover, sensitive information, lack of client focus, costs, cultural problems, etc **(06 marks)**

B). Advantages: convenience to customer, 24X7 banking, bill payment, fast, efficient, monitoring account, wide reach **etc** **(3.5 marks)**

Limitations of Internet Banking: security, internet connection, difficult, hacking, passwords, trust, confidence, technology dependent, etc **(3.5 marks)**

OR

C) Advantages of Enterprise Resource Planning System: competitive advantage, expansion of business, helps in decision making, efficiency, flexible, economies of scale, smooth work flow, unified and single reporting system, etc

(4 marks)

Disadvantages of Enterprise Resource Planning System: costly, customization problem, time consuming, sharing information, migration is difficult, indirect costs, training, etc

(4 marks)

D) Various elements of logistics network: facility location, network design, information, customer order processing, inventory management, warehousing, transportation, material handling, packaging, customer service, etc.

(07)

Q5. A) E-commerce: It relates to electronic trading of goods, services and electronic material. It includes any form of commercial transactions or exchange of information through electronic mode. (02marks)
its key functions: registration, information search, electronic data interchange, negotiations, orders, logistics, payments, after sale activities, promotion, research. **(6 marks)**

B) The scope of E-commerce in India: electronic markets, electronic data interchange, internet commerce **(07 marks)**

OR

C) Advantages of E-commerce: global markets, lower investments, low operating costs, improved productivity, quality procurement, customer relationships, convenience, lower prices, incentives, 24X7 etc **(4 marks)**

Limitations of E-commerce: lack of touch and feel, delivery, confidence, payment, low internet user base, legal problems, unsuitable for certain products, technical problems, privacy, language problem, increased competition etc. **(04 marks)**

D) Write a note on Business-to-business (B2B) transactions: Students may write features or benefits and limitations.

Marks to be awarded by the examiners, at their discretion based on the content. **(07 marks)**

Q6. A) The impact of FDI on banking and on insurance sector in India: inflow of foreign capital, transfer of technology, professional skills, economic development, regional development, employment, entry in overseas markets, customer service improvement, revenue to government, efficiency. **(10 marks)**

B) Strategies for managing capacity and demand in the service industry: offering incentives, modifying timing and location of service delivery, communication with customer, priority customer preference,

modifying the services, modifying the use of facilities, price differentiation, concentrating on existing customers, etc. **(10 marks)**

OR

Q6. Write short notes on: (Attempt any 4)

(5x4=20)

Examiners to use discretion for awarding marks based on the content of the answers.

- a. C2C : Features or Merits and Limitations
- b. FDI in retailing: arguments in favor or against FDI in retailing.
- c. Non-store formats: automatic vending machine, electronic retailing, direct selling, digital marketing, television shopping.
- d. ATM : features/merits and limitations.
- e. Classification of Services: degree of customer contact, customization, discretion, demand and supply, tangibility, labour intensiveness, government regulation, relationship with customers, market segments, facilities, social or profit orientation.
- f. Retail franchising: Features or merits.

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