

Agashi Virar Arnala Education Society's

Padmashree Bhausaheb Vartak College

Semester-II

QUESTION BANK

SUBJECT :- COMMERCE II

Answer the Following: -

1. Define service explain its classification.
2. Discuss the elements of marketing mix services.
3. Explain the importance of services sector in the Indian context.
4. What do you mean by services? Explain their features.
5. Discuss the opportunities in services sector.
6. Bring about classification of services. Give examples.
7. Explain the various steps in new service development.
8. What are the factors influencing customer expectations of services?
9. What are the factors responsible for the growth of organized retailing in India?
10. Explain various challenges faced by retail sector in India?
11. Explain briefly the various non - store formats.
12. What are the challenges faced by retail sector in India?
13. Explain the terms store planning, store design and store layout.
14. Distinguish between organized retailing and unorganized retailing.
15. Factors responsible for growth of retailing in India.
16. Explain the activities involved in mall management.
17. What is BPO? Explain its scope.
18. Write a note on opening of insurance sector for private players in India.
19. What is KPO? Explain its merits.
20. What is KPO? Explain its scope.
21. Explain the impact of FDI on insurance sector in India.
22. What is ERP? Explain its scope.

23. Explain the disadvantages of credit card?
24. Distinguish between debit cards and credit cards.
25. Explain the functions of E-commerce.
26. Write a note on C2C E-commerce.
27. What is online marketing research? What are its advantages?
28. What is E-commerce? What are its features?
29. Explain advantages of online marketing research.
30. Explain briefly B2C, B2B and C2C E-commerce.
31. What are the advantages of E-commerce?
32. What is B2C E-commerce? What are its major activities?

Write Short Notes:-

- a) Customer expectations of services
- b) Career in retailing
- c) Internet banking
- d) Enterprise Resource Planning
- e) Retail franchising
- f) FDI in retailing
- g) Scope of services
- h) Retail Franchising
- i) LPO
- j) On-line marketing research
- k) Automated Teller Machine
- l) Zones of Tolerance
- m) Store formats
- n) Retail scenario in global context
- o) ATM