**FYBCOM SUBJECT- COMMERCE-PAPER –II [SERVICE SECTOR]**

**MODULE –I INTRODUCTION TO SERVICES**

**Question -Fill in the blanks with appropriate words and rewrite the statement.**

1. India’s services sector contributes to about ---------- percent of the country’s gross

domestic product.

1. 35
2. 60
3. 80
4. 100
5. India’s service sector contributes to about ---------- percent of the total employment.
6. 35
7. 50
8. 70
9. 80

3. ---------- is an act or performance offered by one party to another.

1. Goods
2. Idea
3. Service
4. Assembling
5. Services are generally ---------- in nature.
6. Tangible
7. Intangible
8. Demonstrable
9. Physical
10. Services are produced and consumed ----------.
11. Simultaneously
12. At different price
13. At all times
14. In future also
15. ---------- services are top level at service exports in India.
16. Business
17. Software
18. Financial
19. Commercial
20. Services sector provides revenue to the government in the form of ----------.
21. Excise duty
22. Custom duty
23. Income tax
24. GST
25. Hospitality industry is a part of ---------- sector.
26. Service
27. Manufacturing
28. Assembling
29. Distribution
30. When customer expectations from a service are met, it leads to customer ---------.
31. Satisfaction
32. Dissatisfaction
33. Delight
34. Desired
35. The highest level of expectations that customers have about a service is termed as ---------- service.
36. Desired
37. Adequate
38. Optimum
39. Minimum
40. ---------- service refers to bottom level of performance acceptable to customers.
41. Desired
42. Adequate
43. Optimum
44. Substantial
45. If service performance is within the zone of tolerance, customers are likely to be ----------.
46. Delighted
47. Dissatisfied
48. Satisfied
49. Demoralized
50. ---------- refers to HOW a service product is delivered to the customers.
51. People
52. Process
53. Physical evidence
54. Promotion
55. ---------- an element of marketing mix brings operating revenues to the organization.
56. Price
57. Place
58. Physical evidence
59. Promotion
60. ---------- provides cues about service quality.
61. Product
62. Physical evidence
63. Promotion
64. Advertising
65. ---------- is the first step in any new services development process.
66. Concept testing
67. Research
68. Screening ideas
69. Idea generation
70. Cost – benefits analysis is undertaken in ---------- step of new service development process.
71. Business analysis
72. Market testing
73. Concept testing
74. Idea generation
75. The service providers face the challenges of ----------.
76. Tangibility
77. Intangibility
78. Serviceability
79. Stability
80. ---------- is a type of economic activity that is intangible, is not stored and does not result in ownership.
81. Service
82. Business
83. Manufacturing
84. Assembling
85. You cannot own and store a service like a ----------.
86. Product
87. Software
88. Technology
89. Hardware
90. Services cannot be separated from the ----------.
91. Service provider
92. Distributor
93. Businessman
94. Manufacturer
95. The product in service marketing mix is ---------- in nature.
96. Intangible
97. Tangible
98. Presentable
99. Hide
100. Services are direct; they cannot be ----------.
101. Invented
102. Stored
103. Discovered
104. Distributed
105. There is a high degree of producer and ---------- interaction in the production of services.
106. Consumer
107. Distributor
108. Agent
109. Advertiser
110. Balancing the supply and demand sides of a ---------- industry is not easy.
111. Service
112. Manufacturing
113. Primary
114. Chemical
115. Indian economy has witnessed ---------- growth since 2007-08.
116. Expert-led
117. Services-led
118. Industry-led
119. Business-led
120. A service ---------- separated from the person or firm providing it.
121. Can be
122. Cannot be
123. Should be
124. Should not be
125. ---------- determines price of services.
126. Supply
127. Demand
128. Utility
129. Benefit
130. Services has no ----------.
131. Leadership
132. Ownership
133. Liability
134. Guardianship
135. Financial services include ---------- and ---------- services.
136. Banking and insurance
137. Retailing and health care
138. Education and recreation
139. Physical and mental
140. ---------- is one element of product mix.
141. Quality of service
142. Sales promotion
143. Training
144. Advertising
145. Special marketing mix elements for services include ---------- and -----------.
146. People and physical evidence
147. Price and physical evidence
148. Promotion and physical evidence
149. Product and physical evidence
150. Marketing mix elements are ----------.
151. Uncontrollable
152. Controllable
153. Variable
154. Rigid
155. A service organization should select its marketing mix to support its --------- and ----------.
156. Strategy & competitive position in its market
157. Profit & competitive position in its market
158. Market standing and profit in its market
159. Market standing and promotion in its market
160. Place basically refers to the ----------.
161. Location and distribution of services
162. Production and warehousing of goods
163. Promotion and sales
164. Production & transportation
165. Service development cycle is ----------.
166. Lengthy
167. Brief
168. Very short
169. Very long
170. Services are ----------.
171. Non-perishable
172. Durable
173. Perishable
174. Storable
175. Demand of services is ---------- to predict.
176. Easy
177. Difficult
178. Quick
179. Never
180. Pricing strategy is useful for ----------.
181. Influencing demand
182. Influencing supply
183. Influencing service firm
184. Influencing consumers
185. ---------- and ---------- are strategies for influencing demand.
186. Pricing and reservations
187. Cross training of employees and renting equipment
188. Automation and complimentary services
189. Automation and computerisation

MODULE-II- RETAIL FORMATS

Fill in the blanks with appropriate words and re-write the statement:

1. At present FDI is allowed up to ---------- percent in single- brand retail trade.
2. 100
3. 75
4. 50
5. 25
6. ---------- is an example of non- store retailing.
7. Electronic retailing
8. Franchise store
9. Department store
10. On-line shopping
11. Fruits seller is an example of ----------.
12. Unorganized retailer
13. Organized retailer
14. Electronic retailing
15. Franchise
16. ---------- are large retail outlets that provide low cost, low margin and high volume operations to meet the needs for food, groceries and other non-food items.
17. Speciality stores
18. Hyper markets
19. Convenience stores
20. Discount stores
21. ---------- stores specialize in a specific range of merchandise and related items.
22. Discount
23. Department
24. Speciality
25. Organized
26. ---------- is the design in which a store’s interior is set up.
27. Store layout
28. Store location
29. Store format
30. Store construction
31. ---------- includes aspects such as store location, décor and fixtures
32. Store design
33. Store layout
34. Store planning
35. Store interior
36. At present FDI is allowed up to ---------- percent in multi brand retail trade.
37. 100
38. 51
39. 75
40. 25
41. In a -------- layout, counters and fixtures are placed in long rows or at right angles throughout the store.
42. Free-flow
43. Grid
44. Curving
45. Horizontal
46. Mannequins are used in ---------- stores to attract the attention of passerby.
47. Cosmetics
48. Garments
49. Medical
50. Sports
51. ---------- is the world’s largest private industry.
52. Retail
53. Outsourcing
54. Tourism
55. manufacturing
56. ---------- refers to the integration of people, place, process, and technology in the retail outlet.
57. Zoning
58. Facility management
59. Positioning
60. Parking
61. ---------- is an important element of mall management.
62. Zoning
63. Franchising
64. Towing
65. parking
66. The share of organized retail is about ---------- percent of the total retail trade in India.
67. 20
68. 4
69. 8
70. 6
71. ---------- management includes security services, utilities, parking and ambience.
72. Zoning
73. Finance
74. Facility
75. Marketing
76. ---------- retailing refers to the traditional formats of the retail industry.
77. Unorganized
78. Organized
79. Big bazar
80. Grocery stores
81. Retailer has to develop innovative solution for managing the ---------- chain problems.
82. Supply
83. Assembling
84. Packaging
85. Transportation
86. When two or more outlets are under a common ownership it is called a ---------- chain.
87. Retail
88. Wholesale
89. Online
90. Franchise
91. ---------- departments are also termed as ‘shop-in-shops.
92. Leased
93. Big bazar
94. Speciality
95. Frinchise
96. ---------- design is the best used in retail environments in which majority of customers shop at the entire store.
97. Interior
98. Grid
99. Horizontal
100. Verticle
101. ---------- layout works best when merchandise is of the same type, such as fashion apparel.
102. Free-flow
103. Zic-zac
104. Horizontal
105. Paralal
106. The consumer ---------- is a retail organization owned by its member customer.
107. co-operative
108. Big bazar
109. Departmental store
110. Community
111. Due to ---------- television and internet, Indian consumers are exposed to the lifestyle of more affluent countries.
112. Satellite
113. Dish
114. Cable
115. Online
116. ---------- layout is based on single main aisle running from the front to the back of the store.
117. Spine
118. Strate
119. Verticle
120. Horizontal
121. The entrance and exit of the store must be ---------- from clutter.
122. Free
123. Busy
124. Overcrowded
125. Displayed
126. 51% FDI in multi-brand retail is ----------.
127. Permitted
128. Not permitted
129. Rarely permitted
130. Adopted
131. In India ---------- sector is marking rapid progress.
132. Organized retail
133. Unorganized retail
134. Retail
135. Old retail
136. Corporate sector invests in ----------.
137. Orgainsed retailing
138. Unorganized retailing
139. Public sector
140. Retailing
141. Organized retailing is popular due to ----------.
142. Convenient location
143. Credit facility
144. Door-to-door delivery
145. Guarantee & warrantee
146. ---------- is an example of non-store retailing.
147. Online shopping
148. Supermarket
149. Cooperative societies
150. Big bazar
151. In ---------- format consumers save the time of visiting shops/stores for purchasing.
152. Store
153. Non-store
154. Retail
155. Wholesale
156. Store format, store design and colour of store come within the scope of ----------.
157. Store planning
158. Store layout
159. Site location
160. Warehousing
161. Store layout should be adjusted as per the requirement of ----------.
162. Salesman
163. Customers
164. Store’s staff
165. Entrepreneur
166. Store design should give ---------- to consumers.
167. Shopping convenience
168. Wide choice
169. Pleasure
170. Satisfaction
171. Areas of store planning includes ---------- ----------.
172. Store design and store layout
173. Organize and unorganized retailing
174. Mall management and retail franchising
175. Distribution & servicing
176. Foreign retailers are interested in Indian retail sector because ----------.
177. Indian retail sector is fast expanding,
178. Industrial growth in India is slow
179. There is opposition to FDI in retail
180. Variety of customers
181. The prospects of retail sector in India are ----------.
182. Bright
183. Light
184. Discouraging
185. Encouraging
186. Unethical retailing is one ---------- in Indian retailing.
187. Challenge
188. Opportunity
189. Danger
190. Element
191. In orbit is one well-known mall located in ----------.
192. Mumbai
193. Delhi
194. Kolkata
195. Thane
196. Franchising ---------- business risk.
197. Reduces
198. Increases
199. Removes
200. Sustain
201. 100% FDI is ---------- in single-brand retail.
202. Allowed
203. Not allowed
204. Prohibited
205. Rejected
206. Left parties in India ---------- to 51% FDI in multi-brand retail.
207. Favorable
208. Not favorable
209. Neutral
210. Reasonable
211. FDI in retail will ---------- Indian consumers.
212. Benefit
213. Harm
214. Destroy
215. Disturb
216. Present boom in retail will ---------- new career opportunities in retail.
217. Open up
218. Close
219. Stop
220. Hold
221. Malls for small children provide ---------- and ----------.
222. Toys and books
223. Rice and wheat
224. Medicines and oils
225. Computer games and entertainment

MODULE –III- ITES SECTOR

Fill in the blanks with appropriate words and re-write the statements:

1. Knowledge processing outsourcing involves allocation of ---------- intensive business processes.
2. Knowledge
3. Labour
4. Capital
5. Legal
6. ---------- involves outsourcing of engineering and research & development work.
7. BPO
8. KPO
9. LPO
10. WHO
11. ---------- involves outsourcing of legal work to low-wage markets overseas.
12. LPO
13. KPO
14. BPO
15. NGO
16. ERP software allows am organization to use a system of ---------- application.
17. Integrated
18. Isolated
19. Outdated
20. Diversified
21. --------- can be used to make cash withdrawals and payments.
22. Pass book
23. ATM
24. Paytm
25. Pan card
26. ---------- is used to customers who have a bank balance.
27. Debit card,
28. Credit card
29. Pan card
30. Aadhar card
31. The --------- card holder enjoys the facility of short term borrowing of funds.
32. Debit
33. Credit
34. Pan
35. ATM
36. FDI is allowed in private insurance sector in India with a limit of ----------.
37. 51%
38. 6%
39. 49%
40. 100%
41. In internet banking, transactions are done by electronic means.
42. Internet
43. Traditional
44. Outdated
45. Modern
46. In banking sector, FDI limit has been increased to ---------- of the paid up capital of the bank.
47. 51%
48. 74%
49. 49%
50. 100%
51. ---------- is the process that links supply chain participants in to integrated operations.
52. Logistics
53. Retailing
54. Outsourcing
55. Wholesale
56. Logistics provides ---------- services
57. Slow
58. Value-added
59. Discounted
60. Anticipated
61. Logistics is based on ----------- approach.
62. Unified
63. Centralized
64. Network
65. Internet
66. ---------- is vital for international trade.
67. Logistics
68. Catering
69. Media services
70. Export
71. ---------- outsourcing which includes internal business functions such as human resources or finance and accounting.
72. Back office
73. Front office
74. Zonal office
75. Franchise office
76. ---------- is, essentially, high-end business process outsourcing.
77. KPO
78. BPO
79. NGO
80. LPO
81. Foreign direct investment is seen as an important source of ---------- inflows.
82. Non-debt
83. Debt
84. Fund
85. Capital
86. ---------- ATM’s are typically more advanced, multi-function machines that complement a bank branch’s capabilities.
87. On-premises
88. Campus
89. Local area
90. Front area
91. Business --------- is leveraging your business and personal connections to bring you a regular supply of new business.
92. Networking
93. Logistic
94. Warehousing
95. Transportation
96. Bank issue debit cards to their ----------.
97. Money lenders
98. Account holders
99. Directors
100. Creditors
101. Internet banking offers banking services for --------- hours.
102. Day
103. Twenty four
104. Night
105. Duty
106. Material handling is one of the elements of --------- network.
107. Warehousing
108. Logistics
109. Production
110. Distribution
111. Electronic mail can be sent in digital form to recipients via the ----------.
112. Internet
113. WhatsApp
114. Facebook
115. Instagram
116. Foreign companies are using ---------- services for legal work in India.
117. BPO
118. KPO
119. LPO
120. WHO
121. ---------- helps in reducing cost of operations by delegating non-core activities to a third party service provider.
122. BPO
123. KPO
124. LPO
125. WHO
126. BPO is a -----------.
127. Station
128. Process
129. Crisis
130. Business line
131. KPO saves -----------.
132. Knowledge
133. Money
134. Cost
135. Energy
136. LPO started with ---------- work.
137. Inscription
138. Transcription
139. Monitoring
140. Specialization
141. ERP is a ----------.
142. Hardware
143. Software
144. Programme
145. Service
146. LPO works on the principle of ----------.
147. Harmony
148. Priority
149. Security
150. Division of work
151. ATM ---------- the transactions.
152. Credit
153. Deposits
154. Balances
155. Debits
156. Dispenser ---------- currency notes in ATMs.
157. Repels
158. Deposits
159. Throws
160. Releases
161. Debit cards provided to ----------.
162. Account holder
163. Employees
164. Suppliers
165. Epositors
166. Credit cards practice ---------- transactions.
167. Uncertain
168. Riskless
169. Errorless
170. Paperless
171. FDI is direct ---------- to the capital of domestic firm.
172. Motivation
173. Help
174. Subscription
175. Marketing
176. The term logistics is derived from the ---------- word ‘Logisticos’.
177. Latin
178. Japanese
179. Chinese
180. Greek
181. Logistics is the science of ---------- and calculating.
182. Planning
183. Organizing
184. Posting
185. Computing
186. Information system is the backbone of ----------.
187. Networking
188. Logistics
189. e-marketing
190. Direct marketing
191. Logistic provides ---------- services.
192. Additional
193. Discounted
194. Premier
195. Value-added
196. Logistics faces challenges in developing ----------.
197. Infrastructure
198. Budgeting
199. Human resource
200. Transport

MODULE-IV- -E-COMMERCE

Fill in the blanks with appropriate words and rewrite the statement.

1. ---------- refers to electronic communication of business transaction between organizations.
2. Electronic retailing
3. Electronic data interchange
4. Mobile commerce
5. Telegraph
6. ---------- refers to message sent from one computer to another electronically.
7. Email
8. Linkdin
9. Fax
10. Telegraph
11. E commerce transactions between companies is referred to as ----------.
12. B2B
13. C2C
14. B2C
15. A2Z
16. In ---------- E-commerce, a business organization sells its product to consumers.
17. B2B
18. B2C
19. B2B
20. B2A
21. ---------- refers to transaction between private individuals or consumers through internet.
22. B2B
23. C2C
24. B2C
25. A2Z
26. In India, ---------- accounts for majority of sales of B2C E – Commerce.
27. Online travel
28. Financial services
29. E- tailing
30. Online shopping
31. E-commerce has ---------- exchange of information.
32. Indirect
33. Verbal
34. Paperless
35. Documentary
36. Personalized contents increase the chances of ---------- acceptability and sale.
37. Product
38. Technology
39. Software
40. Internet
41. ---------- is the computer-to-computer exchange of structured business information in a standard electronic format.
42. EDI
43. ERP
44. FDI
45. Tally
46. ---------- are used for automatic product identification by a computer.
47. Cross words
48. Bar codes
49. Scanner
50. Sticker
51. The ---------- Wide Web is a collection of documents written and encoded with the hypertext markup language.
52. World
53. Global
54. Local
55. Domestic
56. ---------- data refers to any data that is needed to describe a product.
57. Technology
58. Marketing
59. Selling
60. Product
61. E-commerce has a ---------- reach.
62. Global
63. Local
64. Domestic
65. Zonal
66. ---------- purchasing facilitates inspection of goods.
67. Online
68. Physical
69. Wholesale
70. Retail
71. E-commerce sites facilities ---------- buying and selling.
72. 24/7
73. Working days
74. Holidays
75. Weekend
76. NEFT, RTGS, ATM, Balance checking are the transactions of ---------- banking.
77. Online
78. Offline
79. Traditional
80. Customize
81. The penetration of a E- commerce is ---------- in rural India.
82. Low
83. High
84. Moderate
85. Average
86. E- Commerce ---------- transaction costs.
87. Lowers
88. Increases
89. Justify
90. Satisfy
91. There is no strong ---------- framework for regulating E- commerce in India.
92. Legal
93. Social
94. Economic
95. Politic
96. Online marketing research is conducted by making use of ----------.
97. Internet
98. Print media
99. Advertising
100. Digital media
101. E-commerce is the buying and selling of goods and services through ---------- technology.
102. Zero marketing
103. Wireless
104. Telemarketing
105. Documentary
106. Blogs are updated much more regularly than traditional ----------.
107. Websites
108. Advertising
109. Selling
110. Marketing
111. The ---------- format is a very simple transaction which takes place between business and consumers.
112. B2B
113. B2C
114. C2C
115. A2Z
116. The ---------- is a centralized global network of millions of diverse computers.
117. Website
118. Internet
119. Email
120. Digitalization
121. ---------- message composed by an individual and sent in digital form to other recipients via the internet.
122. WhatsApp
123. Electronic mail
124. Blog
125. Instagram
126. E-commerce facilities buying and selling ----------.
127. Face to face
128. On-line
129. During office hours
130. Off-line
131. E-commerce has ---------- exchange of information.
132. Indirect
133. Limited
134. Right
135. Paperless
136. E-commerce reduces cost and provides fastest ----------.
137. Delivery
138. Quotation
139. Reply
140. Confirmation
141. E-commerce is ----------.
142. Ubiquitous
143. Reliable
144. Honest
145. Unreliable
146. E-procurement helps to obtain materials ----------.
147. Off-line
148. Instantly
149. At a discount
150. Electronically
151. B2C sells goods and services ---------- to the consumers.
152. Directly
153. Indirectly
154. Personally
155. Officially
156. B2B is a ---------- fraction of total internet marketing.
157. Average
158. Smaller
159. Medium
160. Larger
161. C2C prepare their own ----------.
162. Internet
163. Website
164. Media
165. Network
166. E-commerce has built improved ---------- relationships.
167. Internet
168. Digital
169. Web
170. Customer
171. New age generation satisfy their needs through ----------.
172. Intuition
173. Mobile
174. Purchasing power
175. Reasoning
176. The service sector provides revenue to the government by way of ----------.
177. Service tax
178. Excise duty
179. Custom duty
180. GST
181. Following is an example of service ----------.
182. Communication
183. Television set
184. Refrigerator
185. Mobile
186. ---------- is one of the marketing mix elements for service.
187. People
188. Preference
189. Potential
190. Physical appearance
191. ---------- is an example of physical evidence in services.
192. Room ambience
193. Staff dress
194. Computerization
195. Demonstration
196. LPO stands for ----------.
197. Legal process outsourcing
198. Legal process outcome
199. Legal payment outcome
200. Local people organization