

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.
 - a) 35
 - b) 60
 - c) 80
 - d) 100

2. India's service sector contributes to about ----- percent of the total employment.
 - a) 35
 - b) 50
 - c) 70
 - d) 80

3. ----- is an act or performance offered by one party to another.
 - a) Goods
 - b) Idea
 - c) Service
 - d) Assembling

4. Services are generally ----- in nature.
 - a) Tangible
 - b) Intangible
 - c) Demonstrable
 - d) Physical

5. Services are produced and consumed -----.
- a) Simultaneously
 - b) At different price
 - c) At all times
 - d) In future also
6. ----- services are top level at service exports in India.
- a) Business
 - b) Software
 - c) Financial
 - d) Commercial
7. Services sector provides revenue to the government in the form of -----.
- a) Excise duty
 - b) Custom duty
 - c) Income tax
 - d) GST
8. Hospitality industry is a part of ----- sector.
- a) Service
 - b) Manufacturing
 - c) Assembling
 - d) Distribution
9. When customer expectations from a service are met, it leads to customer -----.
- a) Satisfaction
 - b) Dissatisfaction
 - c) Delight
 - d) Desired

10. The highest level of expectations that customers have about a service is termed as ----- service.
- a) Desired
 - b) Adequate
 - c) Optimum
 - d) Minimum
11. ----- service refers to bottom level of performance acceptable to customers.
- a) Desired
 - b) Adequate
 - c) Optimum
 - d) Substantial
12. If service performance is within the zone of tolerance, customers are likely to be -----.
- a) Delighted
 - b) Dissatisfied
 - c) Satisfied
 - d) Demoralized
13. ----- refers to HOW a service product is delivered to the customers.
- a) People
 - b) Process
 - c) Physical evidence
 - d) Promotion
14. ----- an element of marketing mix brings operating revenues to the organization.
- a) Price
 - b) Place
 - c) Physical evidence

d) Promotion

15. ----- provides cues about service quality.

a) Product

b) Physical evidence

c) Promotion

d) Advertising

16. ----- is the first step in any new services development process.

a) Concept testing

b) Research

c) Screening ideas

d) Idea generation

17. Cost – benefits analysis is undertaken in ----- step of new service development process.

a) Business analysis

b) Market testing

c) Concept testing

d) Idea generation

18. The service providers face the challenges of -----.

a) Tangibility

b) Intangibility

c) Serviceability

d) Stability

19. ----- is a type of economic activity that is intangible, is not stored and does not result in ownership.

a) Service

- b) Business
- c) Manufacturing
- d) Assembling

20. You cannot own and store a service like a -----.

- a) Product
- b) Software
- c) Technology
- d) Hardware

21. Services cannot be separated from the -----.

- a) Service provider
- b) Distributor
- c) Businessman
- d) Manufacturer

22. The product in service marketing mix is ----- in nature.

- a) Intangible
- b) Tangible
- c) Presentable
- d) Hide

23. Services are direct; they cannot be -----.

- a) Invented
- b) Stored
- c) Discovered
- d) Distributed

24. There is a high degree of producer and ----- interaction in the production of services.

- a) Consumer

b) Distributor

c) Agent

d) Advertiser

25. Balancing the supply and demand sides of a ----- industry is not easy.

a) Service

b) Manufacturing

c) Primary

d) Chemical

26. Indian economy has witnessed ----- growth since 2007-08.

a) Expert-led

b) Services-led

c) Industry-led

d) Business-led

27. A service ----- separated from the person or firm providing it.

a) Can be

b) Cannot be

c) Should be

d) Should not be

28. ----- determines price of services.

a) Supply

b) Demand

c) Utility

d) Benefit

29. Services has no -----.

- a) Leadership
- b) Ownership
- c) Liability
- d) Guardianship

30. Financial services include ----- and ----- services.

- a) Banking and insurance
- b) Retailing and health care
- c) Education and recreation
- d) Physical and mental

31. ----- is one element of product mix.

- a) Quality of service
- b) Sales promotion
- c) Training
- d) Advertising

32. Special marketing mix elements for services include ----- and -----.

- a) People and physical evidence
- b) Price and physical evidence
- c) Promotion and physical evidence
- d) Product and physical evidence

33. Marketing mix elements are -----.

- a) Uncontrollable
- b) Controllable
- c) Variable
- d) Rigid

34. A service organization should select its marketing mix to support its ----- and -----.

- a) Strategy & competitive position in its market
- b) Profit & competitive position in its market
- c) Market standing and profit in its market
- d) Market standing and promotion in its market

35. Place basically refers to the -----.

- a) Location and distribution of services
- b) Production and warehousing of goods
- c) Promotion and sales
- d) Production & transportation

36. Service development cycle is -----.

- a) Lengthy
- b) Brief
- c) Very short
- d) Very long

37. Services are -----.

- a) Non-perishable
- b) Durable
- c) Perishable
- d) Storable

38. Demand of services is ----- to predict.

- a) Easy
- b) Difficult
- c) Quick

d) Never

39. Pricing strategy is useful for -----.

- a) Influencing demand
- b) Influencing supply
- c) Influencing service firm
- d) Influencing consumers

40. ----- and ----- are strategies for influencing demand.

- a) Pricing and reservations
- b) Cross training of employees and renting equipment
- c) Automation and complimentary services
- d) 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.

- a) 100
- b) 75
- c) 50
- d) 25

2. ----- is an example of non- store retailing.

- a) Electronic retailing
- b) Franchise store
- c) Department store
- d) On-line shopping

3. Fruits seller is an example of -----.
- a) Unorganized retailer
 - b) Organized retailer
 - c) Electronic retailing
 - d) Franchise
4. ----- 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.
- a) Speciality stores
 - b) Hyper markets
 - c) Convenience stores
 - d) Discount stores
5. ----- stores specialize in a specific range of merchandise and related items.
- a) Discount
 - b) Department
 - c) Speciality
 - d) Organized
6. ----- is the design in which a store's interior is set up.
- a) Store layout
 - b) Store location
 - c) Store format
 - d) Store construction
7. ----- includes aspects such as store location, décor and fixtures
- a) Store design
 - b) Store layout
 - c) Store planning

d) Store interior

8. At present FDI is allowed up to ----- percent in multi brand retail trade.

a) 100

b) 51

c) 75

d) 25

9. In a ----- layout, counters and fixtures are placed in long rows or at right angles throughout the store.

a) Free-flow

b) Grid

c) Curving

d) Horizontal

10. Mannequins are used in ----- stores to attract the attention of passerby.

a) Cosmetics

b) Garments

c) Medical

d) Sports

11. ----- is the world's largest private industry.

a) Retail

b) Outsourcing

c) Tourism

d) manufacturing

12. ----- refers to the integration of people, place, process, and technology in the retail outlet.

a) Zoning

b) Facility management

c) Positioning

d) Parking

13. ----- is an important element of mall management.

a) Zoning

b) Franchising

c) Towing

d) parking

14. The share of organized retail is about ----- percent of the total retail trade in

India.

a) 20

b) 4

c) 8

d) 6

15. ----- management includes security services, utilities, parking and ambience.

a) Zoning

b) Finance

c) Facility

d) Marketing

16. ----- retailing refers to the traditional formats of the retail industry.

a) Unorganized

b) Organized

c) Big bazar

d) Grocery stores

17. Retailer has to develop innovative solution for managing the ----- chain problems.
- a) Supply
 - b) Assembling
 - c) Packaging
 - d) Transportation
18. When two or more outlets are under a common ownership it is called a ----- chain.
- a) Retail
 - b) Wholesale
 - c) Online
 - d) Franchise
19. ----- departments are also termed as 'shop-in-shops'.
- a) Leased
 - b) Big bazar
 - c) Speciality
 - d) Franchise
20. ----- design is the best used in retail environments in which majority of customers shop at the entire store.
- a) Interior
 - b) Grid
 - c) Horizontal
 - d) Vertical
21. ----- layout works best when merchandise is of the same type, such as fashion apparel.

- a) Free-flow
- b) Zic-zac
- c) Horizontal
- d) Paralal

22. The consumer ----- is a retail organization owned by its member customer.

- a) co-operative
- b) Big bazar
- c) Departmental store
- d) Community

23. Due to ----- television and internet, Indian consumers are exposed to the lifestyle of more affluent countries.

- a) Satellite
- b) Dish
- c) Cable
- d) Online

24. ----- layout is based on single main aisle running from the front to the back of the store.

- a) Spine
- b) Strate
- c) Verticle
- d) Horizontal

25. The entrance and exit of the store must be ----- from clutter.

- a) Free
- b) Busy
- c) Overcrowded

d) Displayed

26. 51% FDI in multi-brand retail is -----.

a) Permitted

b) Not permitted

c) Rarely permitted

d) Adopted

27. In India ----- sector is marking rapid progress.

a) Organized retail

b) Unorganized retail

c) Retail

d) Old retail

28. Corporate sector invests in -----.

a) Organised retailing

b) Unorganized retailing

c) Public sector

d) Retailing

29. Organized retailing is popular due to -----.

a) Convenient location

b) Credit facility

c) Door-to-door delivery

d) Guarantee & warrantee

30. ----- is an example of non-store retailing.

a) Online shopping

b) Supermarket

c) Cooperative societies

d) Big bazar

31. In ----- format consumers save the time of visiting shops/stores for purchasing.
- a) Store
 - b) Non-store
 - c) Retail
 - d) Wholesale
32. Store format, store design and colour of store come within the scope of -----.
- a) Store planning
 - b) Store layout
 - c) Site location
 - d) Warehousing
33. Store layout should be adjusted as per the requirement of -----.
- a) Salesman
 - b) Customers
 - c) Store's staff
 - d) Entrepreneur
34. Store design should give ----- to consumers.
- a) Shopping convenience
 - b) Wide choice
 - c) Pleasure
 - d) Satisfaction
35. Areas of store planning includes -----.
- a) Store design and store layout
 - b) Organize and unorganized retailing
 - c) Mall management and retail franchising

d) Distribution & servicing

36. Foreign retailers are interested in Indian retail sector because -----.

a) Indian retail sector is fast expanding,

b) Industrial growth in India is slow

c) There is opposition to FDI in retail

d) Variety of customers

37. The prospects of retail sector in India are -----.

a) Bright

b) Light

c) Discouraging

d) Encouraging

38. Unethical retailing is one ----- in Indian retailing.

a) Challenge

b) Opportunity

c) Danger

d) Element

39. In orbit is one well-known mall located in -----.

a) Mumbai

b) Delhi

c) Kolkata

d) Thane

40. Franchising ----- business risk.

a) Reduces

b) Increases

c) Removes

d) Sustain

41. 100% FDI is ----- in single-brand retail.

a) Allowed

b) Not allowed

c) Prohibited

d) Rejected

42. Left parties in India ----- to 51% FDI in multi-brand retail.

a) Favorable

b) Not favorable

c) Neutral

d) Reasonable

43. FDI in retail will ----- Indian consumers.

a) Benefit

b) Harm

c) Destroy

d) Disturb

44. Present boom in retail will ----- new career opportunities in retail.

a) Open up

b) Close

c) Stop

d) Hold

45. Malls for small children provide ----- and -----.

a) Toys and books

b) Rice and wheat

c) Medicines and oils

d) 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.
 - a) Knowledge
 - b) Labour
 - c) Capital
 - d) Legal
2. ----- involves outsourcing of engineering and research & development work.
 - a) BPO
 - b) KPO
 - c) LPO
 - d) WHO
3. ----- involves outsourcing of legal work to low-wage markets overseas.
 - a) LPO
 - b) KPO
 - c) BPO
 - d) NGO
4. ERP software allows an organization to use a system of ----- application.

- a) Integrated
- b) Isolated
- c) Outdated
- d) Diversified

5. ----- can be used to make cash withdrawals and payments.

- a) Pass book
- b) ATM
- c) Paytm
- d) Pan card

6. ----- is used to customers who have a bank balance.

- a) Debit card,
- b) Credit card
- c) Pan card
- d) Aadhar card

7. The ----- card holder enjoys the facility of short term borrowing of funds.

- a) Debit
- b) Credit
- c) Pan
- d) ATM

8. FDI is allowed in private insurance sector in India with a limit of -----.

- a) 51%
- b) 6%
- c) 49%
- d) 100%

9. In internet banking, transactions are done by electronic means.

- a) Internet
- b) Traditional
- c) Outdated
- d) Modern

10. In banking sector, FDI limit has been increased to ----- of the paid up capital of the bank.

- a) 51%
- b) 74%
- c) 49%
- d) 100%

11. ----- is the process that links supply chain participants in to integrated operations.

- a) Logistics
- b) Retailing
- c) Outsourcing
- d) Wholesale

12. Logistics provides ----- services

- a) Slow
- b) Value-added
- c) Discounted
- d) Anticipated

13. Logistics is based on ----- approach.

- a) Unified
- b) Centralized
- c) Network

d) Internet

14. ----- is vital for international trade.

a) Logistics

b) Catering

c) Media services

d) Export

15. ----- outsourcing which includes internal business functions such as human resources or finance and accounting.

a) Back office

b) Front office

c) Zonal office

d) Franchise office

16. ----- is, essentially, high-end business process outsourcing.

a) KPO

b) BPO

c) NGO

d) LPO

17. Foreign direct investment is seen as an important source of ----- inflows.

a) Non-debt

b) Debt

c) Fund

d) Capital

18. ----- ATM's are typically more advanced, multi-function machines that complement a bank branch's capabilities.

a) On-premises

- b) Campus
- c) Local area
- d) Front area

19. Business ----- is leveraging your business and personal connections to bring you a regular supply of new business.

- a) Networking
- b) Logistic
- c) Warehousing
- d) Transportation

20. Bank issue debit cards to their -----.

- a) Money lenders
- b) Account holders
- c) Directors
- d) Creditors

21. Internet banking offers banking services for ----- hours.

- a) Day
- b) Twenty four
- c) Night
- d) Duty

22. Material handling is one of the elements of ----- network.

- a) Warehousing
- b) Logistics
- c) Production
- d) Distribution

23. Electronic mail can be sent in digital form to recipients via the -----.

- a) Internet
- b) WhatsApp
- c) Facebook
- d) Instagram

24. Foreign companies are using ----- services for legal work in India.

- a) BPO
- b) KPO
- c) LPO
- d) WHO

25. ----- helps in reducing cost of operations by delegating non-core activities to a third party service provider.

- a) BPO
- b) KPO
- c) LPO
- d) WHO

26. BPO is a -----.

- a) Station
- b) Process
- c) Crisis
- d) Business line

27. KPO saves -----.

- a) Knowledge
- b) Money
- c) Cost

d) Energy

28. LPO started with ----- work.

a) Inscription

b) Transcription

c) Monitoring

d) Specialization

29. ERP is a -----.

a) Hardware

b) Software

c) Programme

d) Service

30. LPO works on the principle of -----.

a) Harmony

b) Priority

c) Security

d) Division of work

31. ATM ----- the transactions.

a) Credit

b) Deposits

c) Balances

d) Debits

32. Dispenser ----- currency notes in ATMs.

a) Repels

b) Deposits

c) Throws

d) Releases

33. Debit cards provided to -----.

a) Account holder

b) Employees

c) Suppliers

d) Epositors

34. Credit cards practice ----- transactions.

a) Uncertain

b) Riskless

c) Errorless

d) Paperless

35. FDI is direct ----- to the capital of domestic firm.

a) Motivation

b) Help

c) Subscription

d) Marketing

36. The term logistics is derived from the ----- word 'Logisticos'.

a) Latin

b) Japanese

c) Chinese

d) Greek

37. Logistics is the science of ----- and calculating.

a) Planning

b) Organizing

- c) Posting
- d) Computing

38. Information system is the backbone of -----.

- a) Networking
- b) Logistics
- c) e-marketing
- d) Direct marketing

39. Logistic provides ----- services.

- a) Additional
- b) Discounted
- c) Premier
- d) Value-added

40. Logistics faces challenges in developing -----.

- a) Infrastructure
- b) Budgeting
- c) Human resource
- d) 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.

- a) Electronic retailing
- b) Electronic data interchange

c) Mobile commerce

d) Telegraph

2. ----- refers to message sent from one computer to another electronically.

a) Email

b) Linkdin

c) Fax

d) Telegraph

3. E commerce transactions between companies is referred to as -----.

a) B2B

b) C2C

c) B2C

d) A2Z

4. In ----- E-commerce, a business organization sells its product to consumers.

a) B2B

b) B2C

c) B2B

d) B2A

5. ----- refers to transaction between private individuals or consumers through internet.

a) B2B

b) C2C

c) B2C

d) A2Z

6. In India, ----- accounts for majority of sales of B2C E – Commerce.

a) Online travel

b) Financial services

c) E- tailing

d) Online shopping

7. E-commerce has ----- exchange of information.

a) Indirect

b) Verbal

c) Paperless

d) Documentary

8. Personalized contents increase the chances of ----- acceptability and sale.

a) Product

b) Technology

c) Software

d) Internet

9. ----- is the computer-to-computer exchange of structured business information in a standard electronic format.

a) EDI

b) ERP

c) FDI

d) Tally

10. ----- are used for automatic product identification by a computer.

a) Cross words

b) Bar codes

c) Scanner

d) Sticker

11. The ----- Wide Web is a collection of documents written and encoded with the hypertext markup language.

- a) World
- b) Global
- c) Local
- d) Domestic

12. ----- data refers to any data that is needed to describe a product.

- a) Technology
- b) Marketing
- c) Selling
- d) Product

13. E-commerce has a ----- reach.

- a) Global
- b) Local
- c) Domestic
- d) Zonal

14. ----- purchasing facilitates inspection of goods.

- a) Online
- b) Physical
- c) Wholesale
- d) Retail

15. E-commerce sites facilities ----- buying and selling.

- a) 24/7
- b) Working days
- c) Holidays
- d) Weekend

16. NEFT, RTGS, ATM, Balance checking are the transactions of ----- banking.

- a) Online
- b) Offline
- c) Traditional
- d) Customize

17. The penetration of a E- commerce is ----- in rural India.

- a) Low
- b) High
- c) Moderate
- d) Average

18. E- Commerce ----- transaction costs.

- a) Lowers
- b) Increases
- c) Justify
- d) Satisfy

19. There is no strong ----- framework for regulating E- commerce in India.

- a) Legal
- b) Social
- c) Economic
- d) Politic

20. Online marketing research is conducted by making use of -----.

- a) Internet
- b) Print media
- c) Advertising
- d) Digital media

21. E-commerce is the buying and selling of goods and services through -----
technology.
- a) Zero marketing
 - b) Wireless
 - c) Telemarketing
 - d) Documentary
22. Blogs are updated much more regularly than traditional -----.
- a) Websites
 - b) Advertising
 - c) Selling
 - d) Marketing
23. The ----- format is a very simple transaction which takes place between business and
consumers.
- a) B2B
 - b) B2C
 - c) C2C
 - d) A2Z
24. The ----- is a centralized global network of millions of diverse computers.
- a) Website
 - b) Internet
 - c) Email
 - d) Digitalization
25. ----- message composed by an individual and sent in digital form to other recipients
via the internet.
- a) WhatsApp

b) Electronic mail

c) Blog

d) Instagram

26. E-commerce facilities buying and selling -----.

a) Face to face

b) On-line

c) During office hours

d) Off-line

27. E-commerce has ----- exchange of information.

a) Indirect

b) Limited

c) Right

d) Paperless

28. E-commerce reduces cost and provides fastest -----.

a) Delivery

b) Quotation

c) Reply

d) Confirmation

29. E-commerce is -----.

a) Ubiquitous

b) Reliable

c) Honest

d) Unreliable

30. E-procurement helps to obtain materials -----.

a) Off-line

b) Instantly

c) At a discount

d) Electronically

31. B2C sells goods and services ----- to the consumers.

a) Directly

b) Indirectly

c) Personally

d) Officially

32. B2B is a ----- fraction of total internet marketing.

a) Average

b) Smaller

c) Medium

d) Larger

33. C2C prepare their own -----.

a) Internet

b) Website

c) Media

d) Network

34. E-commerce has built improved ----- relationships.

a) Internet

b) Digital

c) Web

d) Customer

35. New age generation satisfy their needs through -----.

a) Intuition

b) Mobile

c) Purchasing power

d) Reasoning

36. The service sector provides revenue to the government by way of -----.

a) Service tax

b) Excise duty

c) Custom duty

d) GST

37. Following is an example of service -----.

a) Communication

- b) Television set
- c) Refrigerator
- d) Mobile

38. ----- is one of the marketing mix elements for service.

- a) People
- b) Preference
- c) Potential
- d) Physical appearance

39. ----- is an example of physical evidence in services.

- a) Room ambience
- b) Staff dress
- c) Computerization
- d) Demonstration

40. LPO stands for -----.

- a) Legal process outsourcing
- b) Legal process outcome
- c) Legal payment outcome
- d) Local people organization