

SEMESTER : II
CLASS : FYBCOM
NAME OF THE DEPARTMENT: COMMERCE
PAPER NO:
TITLE OF THE PAPER : CIMMERCE II
NAME OF THE TEACHER: Dr. Archana Prabhudesai.

**For assignment , answer any five from each unit.**

UNIT 1	<ol style="list-style-type: none"> <li>1. Define service. Describe its characteristics.</li> <li>2. Explain the scope and classifications of services.</li> <li>3. Bring out the importance of service sector in the Indian context.</li> <li>4. Write a note on customer expectations of services.</li> <li>5. What are the factors influencing customer expectations of service.</li> <li>6. Explain in brief the elements of services mix.</li> <li>7. Explain the stages in the new service development cycle</li> <li>8. Discuss the strategies for managing capacity and demand</li> <li>9. What are the reasons for opportunities in the service sector?</li> <li>10. Explain the challenges faced by entrepreneurs in the service sector.</li> </ol>
UNIT 2	<ol style="list-style-type: none"> <li>1. Distinguish between organised retailing and unorganised retailing</li> <li>2. Explain the factors responsible for the growth of retailing in India.</li> <li>3. Explain the different retail format in India</li> <li>4. Discuss the prospects of retailing in India.</li> <li>5. Discuss the various activities involved in mall management.</li> <li>6. Explain the impact of FDI in retailing in India</li> <li>7. Discuss the survival strategies for unorganised retailing in India.</li> </ol>
UNIT 3	<ol style="list-style-type: none"> <li>1. Discuss the concept of BPO/KPO/LPO with its merits and limitation</li> <li>2. Define ERP. Discuss its merits and limitations</li> <li>3. State and explain ATM cum Debit card With its advantages and disadvantages</li> <li>4. Explain the Credit card with advantages and disadvantages of Credit card.</li> <li>5. What is internet banking? State and explain merits and limitation of Internet banking.</li> <li>6. Discuss “opening of Insurance sector for privet players”</li> <li>7. Explain the impact of FDI on banking and on Insurance sector in India</li> <li>8. Explain the various elements of logistics network</li> <li>9. What are the challenges faced by logistics sector in India</li> </ol>

UNIT 4

1. What is e-commerce? Explain its features.
2. Explain the functions of e-commerce.
3. Explain the importance of e-commerce.
4. Write a note on scope of e-commerce.
5. Discuss the limitations of ecommerce.
6. Write short note on : B2C, B2B, C2C
7. Explain the transition to e-commerce in India.
8. Discuss the challenges for Indian Corporates on Account of transition of e-commerce in India.
9. Write a note on on-line marketing research.
10. Discuss the advantages of on-line marketing research in India.