

**Multiple Choice Questions**

- 1 Services are generally \_\_\_\_\_ in nature.  
a) Tangible      b) Intangible      c) Demonstrable      d) Separable
- 2 When customer expectations from a service are met, it leads to customer \_\_\_\_\_.  
a) Satisfaction      b) Dissatisfaction      c) Delight      d) Happy
- 3 The highest level of expectations that customers have about a service is termed as \_\_\_\_\_ services.  
a) Desired      b) Adequate      c) optimum      d) minimum
- 4 The service providers face the challenge of \_\_\_\_\_.  
a) Tangibility      b) Intangibility      c) serviceability      d) \_\_\_\_\_
- 5 \_\_\_\_\_ Service refers to bottom level of performance acceptable to customers.  
a) Dissatisfaction      b) Satisfaction      c) Happy      d) Delight
- 6 A doctor must be physically present at the time of treating the patient, it is a feature of \_\_\_\_\_ in service.  
a) inconsistency      b) Inseparability      c) Intangibility      d) Perishability
- 7 \_\_\_\_\_ is a example of non store retail format in India.  
a) Electronic retailing      b) Hypermart      c) Department stores      d) Malls
- 8 McDonald is an example of \_\_\_\_\_.  
a) Franchising      b) Merger      c) Venture      d) Acquisition
- 9 \_\_\_\_\_ is one of the major challenge for logistics in India.  
a) Warehousing      b) Government policy      c) Agriculture      d) Customers
- 10 Consumer expect \_\_\_\_\_ service from the service provider.  
a) quick      b) delayed      c) improper      d) non - quick
- 11 E-commerce \_\_\_\_\_ cost in the long run.  
a) increase      b) reduce      c) does not impact      d) triples
- 12 B2B stands for \_\_\_\_\_ in online transactions.  
a) Business to Better      b) Busy to Busy      c) Business to Business      d) Business to Busy
- 13 Demand for services exceeds the maximum capacity during \_\_\_\_\_.

a) peak    b) non-peak    c) off-season    d) slack

14 \_\_\_\_\_ retailers are also called pops and mom stores.

a) Organised    b) Unorganised    c) Professional    d) Modern

15 BPO enables business firms to focus on \_\_\_\_\_ activities.

a) routine    b) core    c) ahead    d) non-core

16 Pre-purchase evaluation of services is \_\_\_\_\_ .

a) possible    b) simple    c) not possible    d) easy

17 In India, \_\_\_\_\_ percent of B2C transactions are done through cash on delivery basis.

a) 80    b) 20    c) 60    d) 40

18 Levels of adequacy of service are influenced by \_\_\_\_\_ factors.

a) situational    b) scientific    c) natural    d) geographic

19 \_\_\_\_\_ Card encourages lavish spending on the part of the user.

a) Debit    b) Credit    c) PAN    d) Aadhar

20 At present, FDI is allowed upto \_\_\_\_\_ percent in single-brand retail trade.

a) 100    b) 51    c) 75    d) 80

Answer the Following:

1 Define Service. Explain its features.

2 Describe various types of Non-store formats of retail in India.

3 Define debit card. Discuss its merits.

4 What is E-Commerce? Explain its features.

5 Concept of Organised and unorganised Retailing