

People's Education Society's  
Dr. Ambedkar College of Commerce and  
Economics, Wadala, Mumbai

Presents:

*“Commerce Guidance cum Revision Lecture”*

Date: 08-04-2023

Time: 02:30 to 04:30 PM

Subject: Commerce – II (Sem – II)

Organized by:

Department of Commerce

Lecturer:

Prof. Sanjay Gamare

Dr. Sanjay Khaire

Dr. Shubhangi Kadam

Prof. Sankalp Hadke

Prof. Pooja Khude

Prof. Vijayalakshmi Rai

Prof. Poonam Kadam

## PAPER PATTERN

Duration: 3 Hrs

Total Marks: 100

Q1. Multiple Choice Questions

(A) Select the most appropriate answer from the option given below  
(Any Ten out of Twelve) [10 Marks]

(B) State whether the following statements are True or False (Any  
Ten out of Twelve) [10 Marks]

Q2. Answer **Any Two** of the following **Out of Three** questions -  
Module - I [15 Marks]

Q3. Answer **Any Two** of the following **Out of Three** questions -  
Module - II [15 Marks]

Q4. Answer **Any Two** of the following **Out of Three** questions -  
Module - III [15 Marks]

Q5. Answer **Any Two** of the following **Out of Three** questions -  
Module - IV [15 Marks]

Q6. Write notes on **Any Four out of Six** [20 Marks]

# LONG ANSWER

{Q1 - \_\_\_\_}

- Page – 1
  - Meaning [3 Lines]
  - Definition 1 with Author Name [2-3 Lines]
  - Definition 2 with Author Name [2-3 Lines]
  - Actual Answer Diagram
- Page – 2
  - Point 1 with example [4-5 Lines]
  - Point 2 with example [4-5 Lines]
  - Point n with example [4-5 Lines]
- Page – 3 & 4....n
  - Point 1 with example [4-5 Lines]
  - Point 2 with example [4-5 Lines]
  - Point n with example [4-5 Lines]
  - Conclusion [2-3 Lines]

# SHORT ANSWER

{Q1 - \_\_\_\_}

- Page – 1
  - Meaning [3 Lines]
  - Definition 1 with Author Name [2-3 Lines]
  - Actual Answer Diagram [Optional]
- Page – 2
  - Point 1 with example [4-5 Lines]
  - Point 2 with example [4-5 Lines]
  - Point n with example [4-5 Lines]
- Page – 3
  - Point 1 with example [4-5 Lines]
  - Point 2 with example [4-5 Lines]
  - Point n with example [4-5 Lines]
  - Conclusion [Optional]

# Syllabus

- Module No. 01 Concept of Services
- Module No. 02 Retailing
- Module No. 03 Recent Trends in Service Sector
- Module No. 04 E-Commerce

# Concept of Services

- Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian Context.
- Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people
- Service Strategies: Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.

# Retailing

- Introduction: Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers
- Retail Format: Store format, Non – Store format, Store Planning, design and layout
- Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing

# Recent Trends in Service Sector

- ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.
- Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India
- Logistics: Net working – Importance – Challenges



# E-Commerce

- Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce
- Types of E-Commerce: Basic ideas and Major activities of B2C,B2B, C2C.
- Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.