



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 18/8/ 2026

This is to inform all SYBBI students that the **internal assessment for the course Basics of Service Sector (40 marks)** will be on the following criteria:

1. **Mandatory class test for 10 marks (conducted in the month of August, 2026).**
2. **Quiz would be conducted on 31st of August on (Unit 2) (10 marks)**
3. **1 assignment for 20 marks (Hard copy- 10marks and Viva Voce- 10 marks) will be on:**
 - a) **SYBBI A - 12th September, 2026 in the FT5 from 7.00 am to 9.00 am and**
 - b) **SYBBI - B- 8th September 2026 in the FT5 from 7.00 am to 9.00 am**
3. **Instructions for Assignments:**
 - a) Students have to be present in person for the submission of their assignment
 - b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting** and stapled together in a booklet format.
 - c) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the assignment.
 - d) Assignment must be of minimum 10 pages and maximum 12 pages.
4. **If the student fails to present himself on the given date and time for submission of assignment he/ she will be marked ABSENT for the said submission and no further chance will be given.**

		
CA Durgesh Kenkre	Ms. Subhashini Naikar	Prof. Dr. D. N. Ganjewar
Coordinator	Vice Principal - SFC	Principal

Assignment Questions

Assignment Instructions-

Students are required to choose any three (3) topics from the list of assignment topics provided below and prepare a detailed assignment on the selected areas.

No.	Assignment Topic
1	Growth and Importance of the Service Sector in India – Examine the contribution and growing significance of services in the Indian economy.
2	Marketing Mix of Services: A Case Study of an Indian Service Organization – Analyse Product, Place, Price, Promotion, Process of Service Delivery, Physical Evidence, and People.
3	Understanding Consumer Expectations in Services – Study the factors influencing customer expectations and satisfaction in a selected service industry.
4	Service Strategy and Service Quality – Analyse how a selected organization designs its service strategy and maintains service quality.
5	Managing Demand and Capacity in the Service Sector – Examine demand fluctuations and capacity-management practices in industries such as hotels, airlines, hospitals, or banking.
6	Organized vs. Unorganized Retailing in India – Compare their characteristics, advantages, challenges, and future prospects.
7	Growth and Emerging Trends in Organized Retailing in India – Study recent developments and changing consumer preferences in Indian retail.
8	Store Format, Store Planning, Design, and Layout – Conduct a case study of a selected retail store and evaluate its format, layout, and customer experience.
9	Survival Strategies for Unorganized Retailers – Examine how small and traditional retailers can compete with organized retail and e-commerce platforms.
10	Rural Retailing in India: Opportunities and Challenges – Study the characteristics of rural markets and strategies adopted by retailers to serve rural consumers.
11	Mall Management in India – Examine the planning, tenant mix, operations, customer experience, and challenges involved in managing shopping malls.
12	Green Retailing: Sustainable Practices in the Indian Retail Sector – Analyse environmentally responsible initiatives adopted by retailers.
13	Role of BPO, KPO and LPO in India's ITES Sector – Compare their functions, business models, skill requirements, and contribution to the service economy.

- 14 **Digital Transformation of Banking Services in India** – Study the evolution and role of ATMs, debit/credit cards, internet banking, and other digital banking services.
- 15 **Internet Banking: Benefits, Risks and Customer Security** – Examine the process, advantages, security concerns, and precautions associated with internet banking.
- 16 **Role of Technology in the Indian Insurance Sector** – Study the use of online platforms, digital payments, and technology-enabled insurance services.
- 17 **FDI and Its Impact on the Banking and Insurance Sector in India** – Examine the role, opportunities, and challenges associated with foreign investment.
- 18 **Logistics Networks in India: Importance and Challenges** – Analyse the role of logistics networks in supporting business and economic activity.
- 19 **E-Commerce in India: Growth, Scope, Importance and Limitations** – Examine the development of e-commerce and its impact on consumers and businesses.
- 20 **B2C, B2B and C2C E-Commerce Models: A Comparative Study** – Explain each model using appropriate real-world examples.
- 21 **Traditional Commerce vs. E-Commerce** – Compare the two models in terms of cost, convenience, reach, customer experience, and business operations.
- 22 **E-Commerce in India: Present Status and Future Prospects** – Analyse the current e-commerce landscape and factors likely to influence its future growth.
- 23 **Challenges Faced by Indian Corporates in the Transition to E-Commerce** – Examine technological, financial, organizational, logistical, and customer-related challenges.
- 24 **Case Study of an Indian E-Commerce Company** – Analyse its business model, target customers, services, competitive strategy, logistics, and major challenges.