

M.B.A. (CBCS Pattern) Semester-III
SP01 / PCB3EA1 - Retail & Services Marketing

P. Pages : 1

Time : Three Hours



GUG/W/24/10695

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | Define retailing. Discuss the scope and prospects of retail sector in the Indian context, describing the driver's of growth of retailing in the country. | 14 |
| 2. | Discuss the importance of 'customer relationship management' in retail business. | 14 |
| 3. | What makes location decisions in retailing strategies in nature? Discuss with suitable examples the factor's necessary to consider before selecting a final site for any store. | 14 |
| 4. | How is technology reshaping retail in India? Explain the supply chain management? | 14 |
| 5. | Briefly discuss the various types of non-store retailing currently in vogue. What are their limitations? | 14 |
| 6. | What is breath of merchandise? Explain the responsibilities of merchandise manager? | 14 |
| 7. | What are the categories and perspective of service quality? How to improve service quality? | 14 |
| 8. | Elaborate on service pricing strategies. What are the various approaches to service pricing? | 14 |
| 9. | Highlights the architectural elements of CRM. Write role and process of C. R. M. | 14 |
| 10. | Write short notes any two . | 14 |
| | a) CBB & Retail Marketing. | |
| | b) Application of IT in retail. | |
| | c) Service demand management. | |
| | d) MIS & Research for services. | |
