

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

P. Pages : 1

Time : Three Hours



GUG/S/23/10695

Max. Marks : 70

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

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| 1. | What is retail Management ? Discuss strategic retail marketing. | 14 |
| 2. | Discuss CRM and retail marketing. | 14 |
| 3. | Describe retail location and related strategies. | 14 |
| 4. | Explain retail distribution and SCM. | 14 |
| 5. | Discuss store and non-store brands. | 14 |
| 6. | Elaborate modern trade and new trends in retailing. | 14 |
| 7. | Discuss service product and it's pricing. | 14 |
| 8. | Explain service demand management. | 14 |
| 9. | Discuss service distribution in detail. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) CBB and Services. | |
| | b) Demand Analysis for services. | |
| | c) Global Retailing | |
| | d) Retail Marketing Mix. | |
