

M.B.A. (CBCS Pattern) Sem-III
**PCB3EA1-SP01 Group A - Marketing Management : Retail & Services
Marketing**

P. Pages : 1

Time : Three Hours



GUG/W/22/10695

Max. Marks : 70

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

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| 1. | What is retail marketing & retail management? Explain. | 14 |
| 2. | Explain the element of retail marketing mix. | 14 |
| 3. | What are the different types of store retail formats? State merits of each types. | 14 |
| 4. | Explain various application of I.T. in retail management. | 14 |
| 5. | Explain store? Non-store brands in detail. | 14 |
| 6. | Write in detail 'Service product & pricing'. | 14 |
| 7. | Describe the term 'Managing service quality'. | 14 |
| 8. | Write detail note on MIS. | 14 |
| 9. | What is demand analysis in services. Explain. | 14 |
| 10. | Write detail note on any two . | 14 |
| | a) Research for services. | |
| | b) Strategic retail marketing. | |
| | c) Managing service processes | |
| | d) Retail distribution. | |
