

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10695

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 marketing? Discuss retail marketing mix. | 14 |
| 2. | Explain CRM & Retail marketing. | 14 |
| 3. | Discuss retail organizations & structure. | 14 |
| 4. | Describe retail distribution and SCM. | 14 |
| 5. | Explain store & non-store brands. | 14 |
| 6. | Discuss merchandising and warehousing in retailing. | 14 |
| 7. | What do you mean by Services? Discuss its nature & characteristics. | 14 |
| 8. | Discuss service positioning & its pricing. | 14 |
| 9. | Explain CBB and services. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) MIS & research for services | |
| | b) Service distribution | |
| | c) Applications of IT in retail | |
| | d) Global retailing | |
