

M.B.A. CBCS Pattern Semester-III
PCB3EA1 - Marketing Management - Retail & Services Marketing

P. Pages : 1

Time : Three Hours



GUG/S/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. | Explain how retail has emerged in India? | 14 |
| 2. | What is retail marketing mix? Discuss various factor's that effect retail marketing mix. | 14 |
| 3. | Explain the retail pricing & promotional price strategies with case study. | 14 |
| 4. | Define retail store. Discuss the important elements of retail store operation. | 14 |
| 5. | What is retail branding? State briefly about the strategies of retail branding? | 14 |
| 6. | Explain the nature & characteristics of service product & pricing. | 14 |
| 7. | What do you meant by service marketing? Explain the needs of services marketing. | 14 |
| 8. | Discuss the CBB in case of service & explain the steps involved in new service development. | 14 |
| 9. | Explain briefly about MIS & research for services. | 14 |
| 10. | Write short note any two . | 14 |
| | a) CRM & retail marketing. | |
| | b) Store & non store brands. | |
| | c) Service positioning. | |
| | d) Managing service processes. | |
