

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 <b>any two</b> .   | 14 |
|     | a) CRM & retail marketing.  |    |
|     | b) Store & non store brands.  |    |
|     | c) Service positioning.   |    |
|     | d) Managing service processes.  |    |

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