

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10695

Max. Marks : 70

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

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| 1. | Define retail management? Describe the socio economic and technological influences on retail management. | 14 |
| 2. | Explain CRM and Retail Marketing. | 14 |
| 3. | Discuss Retail location and related strategies. | 14 |
| 4. | Explain various applications of I. T. in retail industry. | 14 |
| 5. | What are the modern trade and new trends in retailing? | 14 |
| 6. | Describe the concept of promoting branding and pricing in retailing. | 14 |
| 7. | What is retail and promotional pricing? Explain it in details. | 14 |
| 8. | What are services? Discuss its nature and characteristics. | 14 |
| 9. | What is service positioning? Discuss how the dimensions of service quality can be used for positioning strategies. | 14 |
| 10. | Write detail note on any two . | 14 |
| | a) MIS and research in services. | |
| | b) CBB and services marketing. | |
| | c) Store & non-store brands. | |
| | d) Global Retailing. | |
