

Assignment No. 2

Course Code: EMKT201

Registration Number: _____

Instructions:

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

Q1. Describe the relevance of services? Analyse the scope of service marketing, describe the characteristics of service marketing?

[10 Marks] [CO4, L2]

Signature of the Student_____

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Note:-

CO: is the Course Outcome as per your course syllabus.

L1-L6: Learning level objectives as per Revised Bloom Taxonomy (RBT).

Assignment No. 1

Course Code: EMKT201

Registration Number: _____

Instructions:

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

Q2. Summarize Retail Management strategies? Take the example of any one Retail Chain and elaborate on how they decide the location of their store?

[10 Marks] [CO4, L2]

Signature of the Student_____

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Note:-

CO: is the Course Outcome as per your course syllabus.

L1-L6: Learning level objectives as per Revised Bloom Taxonomy (RBT).