



WEST BENGAL STATE UNIVERSITY
B.Com. Programme 6th Semester Examination, 2021

FACGDSE09T-B.Com. (DSE2)

RETAIL MANAGEMENT AND MARKETING OF SERVICES

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions

2×5 = 10

1. Define Retailing.
2. What is Retail Marketing Mix?
3. What is a Window Display?
4. What is Organized Retail Format?
5. What is Convenience Store?
6. What is Retail Store Image?
7. What is Franchising?
8. What is CRM?
9. Define Services.
10. Mention the Types of Services.
11. What is Relationship Marketing?
12. What is Service Strategy?
13. What is Service Communication Mix?
14. What is Service Quality?
15. What is Physical Evidence?
16. What are Financial Services?

GROUP-B

Answer any four questions

5×4 = 20

17. Explain the importance of Retail management.
18. Describe the importance of retailing.
19. Write a short note on Customer Relationship Management.

20. Describe the different types of service marketing.
21. Write a short note on - Impact of Service Marketing in economy of a country.
22. Explain the elements of Service Communication Mix.
23. How to manage a service quality of an organization?
24. Discuss about the nature of service marketing.
25. Describe the need for promotional mix in retailing.
26. Write a short note on Physical Evidence.
27. Explain the impact of retailing on national economy.
28. Describe the major objectives of promotional mix in the context of retailing.

GROUP-C

Answer any two questions

10×2 = 20

29. Discuss the various factors influencing retail business in India.
30. Discuss the challenges of retailing in India.
31. What are the benefits of CRM in retail sectors in India?
32. What is Retail Pricing? Explain the factors affecting retail pricing decisions.
33. Discuss about the origin and reasons for the growth of Service Sector in India.
34. Explain in detail about the elements of expanded marketing mix in Service Marketing.
35. Define Pricing. Discuss the methods of pricing of Services.
36. Explain the marketing practices of Educational Services in India.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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