

M.B.A. (C.B.C.S. & Old Pattern) Sem-III
MBA235A / SP01-PCB3EA1 -(Marketing Management)
Retail & Services Marketing

P. Pages : 1

Time : Three Hours



GUG/S/19/10695

Max. Marks : 70

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

- | | | |
|-----|--|----|
| 1. | What is Retail Marketing ? Discuss strategic retail marketing with suitable example. | 14 |
| 2. | Explain CRM and Retail Marketing. | 14 |
| 3. | Describe retail store operations in detail. | 14 |
| 4. | Discuss applications of IT in retail. | 14 |
| 5. | Elaborate retail pricing and promotional pricing. | 14 |
| 6. | Briefly discuss modern trade and new trends in retailing. | 14 |
| 7. | What is Service Marketing ? Discuss it's characteristics. | 25 |
| 8. | Explain CRM and services with suitable example. | 14 |
| 9. | Discuss demand analysis for services. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Managing Service processes. | |
| | b) Store & non store brands. | |
| | c) CBB & Retail Marketing. | |
| | d) Global Retailing. | |
