

2020

**RETAIL MANAGEMENT AND
MARKETING OF SERVICES — HONOURS**

Paper : DSE 6.1M

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module - I

(Retail Management)

Group - A

Answer *any two* questions.

10×2

1. Give a brief idea about the importance of pricing in retailing.
2. What factors would you consider relating to pricing of a product or service in retail management?
3. Identify four key drivers of the Indian retails industry.
4. How do pricing factors contribute to the decision of retail format?
5. Mention four approaches to product pricing in retail business.
6. What are the influencing factors for the growth of retailing in India?

Group - B

Answer *any one* question.

20×1

7. “Retailers have immense importance in building customers relationship” — Explain.
8. What are the needs and objectives of ‘Promotional mix’ in retail business?

Module - II

(Marketing of Services)

Group - A

Answer *any two* questions.

10×2

9. What are the different types of services in service marketing?

Please Turn Over

N(6th Sm.)-Retail Management etc.-H/DSE 6.1M/CBCS (2)

10. What are the distinctive characteristics of services when compared to goods?
11. Give an idea, in brief, of service customers.
12. Explain the service consumer behaviour.
13. Identify and explain some ethical issues in service marketing.
14. Narrate the factors responsible for influencing consumer behaviour.

Group - B

Answer *any one* question.

15. (a) What is 'service product'? What are its uses?
(b) What are the different elements of promotional mix in service marketing? (5+5)+10
 16. (a) Give an explanatory on 'physical evidence' in service marketing.
(b) Give a brief note on each of 'Place' and 'People' relating to service marketing. 10+(5+5)
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