

**2021**

**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)**

Answer *any four* questions.

1. Examine the role of retail in the growth of Indian Economy. 10
2. (a) Briefly discuss various approaches to product pricing.  
(b) What is customer relationship management? 5+5
3. Give a brief idea of 5 (five) main promotional aspects considered for developing 'promotional mix' in retail marketing. 10
4. (a) What do you understand by category management in retailing?  
(b) Give a note on multi-channel retailing. 5+5
5. Write explanatory note on 'Direct Selling' and 'Automatic Vending'. 10
6. (a) Explain the impact of shopping malls on small shops and hawkers.  
(b) Differentiate between social responsibility and consumerism. 5+5
7. Show reasons for survival of retailing in this highly competitive market in India. 10
8. (a) 'Push and Pull strategies are promotional strategies used to get products into the target market.'—  
Explain.  
(b) Explain the trends in retailing. 6+4

**Please Turn Over**

**Module – II**  
**(Marketing of Services)**

Answer *any four* questions.

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| 9.  | Discuss the common practices of service companies with respect to service availability. | 10  |
| 10. | (a) What are the distinctive characteristics of services, when compared to goods?       |     |
|     | (b) Explain, in brief, Service marketing mix.   | 5+5 |
| 11. | (a) What role media services would play for the development of marketing of services?   |     |
|     | (b) Explain three major roles played by customers in service delivery.                  | 5+5 |
| 12. | Examine the role of service marketing in educational services.                          | 10  |
| 13. | (a) Explain the growth of marketing of services.  |     |
|     | (b) Discuss a service research programme.   | 5+5 |
| 14. | Explain the role of service marketing in Healthcare services.                           | 10  |
| 15. | Discuss the roles of intermediaries in service marketing.                               | 10  |
| 16. | (a) Why is service sector now considered as the golden key to India's development?      |     |
|     | (b) Mention the types of services easily available to a marketer.                       | 5+5 |
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