

2021

RETAIL MANAGEMENT AND MARKETING OF SERVICES — HONOURS

Seventh Paper

(M-33-A)

[Marketing Group]

Full Marks : 100

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]

(Marks : 50)

Group-A

1. Answer the following questions:

2×5

(a) State the functions of retailer.

Or,

What is retailing?

(b) Mention two reasons responsible for attracting Global Retailers to India.

Or,

What is Franchising?

(c) What is Unorganised Retailing?

Or,

Define 'Discount Stores'.

(d) Who are known as Licensed Retailers?

(e) What is Consumers' Co-operative?

Group-B

2. Answer the following questions:

5×4

(a) What is Multi-channel Retailing?

(b) Briefly discuss various approaches to product pricing.

Please Turn Over

R(III)-Retail Mgmt. & Markt. of Services-H-7(M-33-A) (2)

(c) What is Customer Relationship Management?

Or,

Define E-tailers.

(d) Explain the impact of shopping malls on small shops and hawkers.

Or,

Differentiate between social responsibility and consumerism.

Group-C

3. Answer the following questions:

10×2

(a) Explain the factors affecting Retail Pricing.

Or,

Write explanatory notes on 'Direct Selling' and 'Automatic Vending'.

(b) Show reasons for survival of Retailing in this highly competitive market in India.

Module-II

[Marketing of Services]

(Marks : 50)

Group-A

4. Answer the following questions:

2×5

(a) Define Service Product.

Or,

What do you mean by Service availability?

(b) Identify two problems in marketing of services.

Or,

What is Healthcare service?

(c) Mention two characteristics of services.

(d) What is service encounter?

Or,

What do you mean by product support services?

(e) What is Quality Circle?

Group-B

5. Answer the following questions: 5×4

- (a) Explain the growth of marketing of services.
- (b) Explain three major roles played by customers in service delivery.
- (c) Explain, in brief, service marketing mix.

Or,

Mention the types of services easily available to a marketer.

- (d) Discuss a service research programme.

Or,

Discuss the relationship of impact of technology on retailing.

Group-C

6. Answer the following questions: 10×2

- (a) Discuss the roles of intermediaries in service marketing.

Or,

Examine the role of service marketing in educational services.

- (b) Draw a clear picture of the recent trends and growth of information technology services in global arena.
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