

2020

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 *any two* questions :

5×2

- (a) What is Multichannel Retailing?
- (b) What is Promotional Mix in Retailing?
- (c) What is Retailing?
- (d) What is a Departmental store?
- (e) What is Automatic Vending?
- (f) What is Direct selling?
- (g) What is 'Target Market' decision?
- (h) What is Non-store Retailing?

Group - B

2. Answer *any two* questions :

10×2

- (a) Explain the role of retailers like 'Hawkers' and 'Pedlars' in Retail Trade.
- (b) Explain the concept of 'Retail Formats' in Indian scenario.
- (c) Define E-tailers.
- (d) Explain why the retailing concept is the foundation of successful business.
- (e) How are retail channels developed?
- (f) What kind of information do retailers communicate to customers and suppliers?

Please Turn Over

Group - C

3. Answer *any one* question : 20×1
- (a) Does the 'Everyday low prices' strategy make more sense than a promotional pricing policy?
 - (b) Explain, in brief, different types of Major Retailers.
 - (c) Explain the differences in relationship building between goods and services retailers.

Module - II

[Marketing of Services]

(Marks : 50)

Group - A

4. Answer *any two* questions : 5×2
- (a) List the types of services available to a marketer.
 - (b) What is a service encounter?
 - (c) What is Physical evidence?
 - (d) What do you mean by 'Zone of Tolerance'?
 - (e) What is service marketing management?
 - (f) What is service promotion?
 - (g) Give examples of 'Financial Services'.
 - (h) How would you explain 'Place' in services?

Group - B

5. Answer *any two* questions : 10×2
- (a) Explain the reasons for growth of marketing of services.
 - (b) Discuss the steps taken by service firms towards quality control.
 - (c) Discuss a service research programme.
 - (d) Explain, in brief, the service marketing mix.
 - (e) Briefly discuss the distinctive characteristics of services when compared to goods.
 - (f) What role do educational services play for the development of marketing of services?

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

Group - C

6. Answer *any one* question :

20×1

- (a) Discuss the common practices of service companies with respect to service quality.
 - (b) 'Tourism is not luxury but an essential for people.' — Explain elaborately.
 - (c) Give a clear idea on the recent trends and growth of 'Information Technology' services in global arena.
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