



WEST BENGAL STATE UNIVERSITY

B.Com. Honours 6th Semester Examination, 2021

FACADSE09T-B.COM. (DSE3/4)

RETAIL MANAGEMENT AND MARKETING OF SERVICES

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. What do you mean by Retail Management?
2. Give two examples of large scale retailing in India.
3. Define small scale retailing.
4. Point out two importance of retailing.
5. Write two disadvantages of single channel retailing.
6. Mention two advantages of multi channel retailing.
7. What is penetration pricing in retail?
8. Briefly explain BOGO as a retail promotion tool.
9. Mention two importance of maintaining healthy CRM.
10. What is super market format in retail?
11. What is the role of a franchise?
12. Define the term "Service".
13. Give two examples of type of services.
14. What is 'perishability' in relation to services?
15. Mention 'physical evidence' as an element of Service Marketing Mix.
16. Give two examples of medical services.

GROUP-B

Answer any four questions from the following

5×4 = 20

17. Highlight the principal functions of retail management.
18. Write a short note on Multi channel retailing.
19. Discuss the importance of retail pricing.

20. What are the factors influencing growth of retailing in India?
21. Discuss the importance of retailing in the growth of an economy.
22. Explain the steps in implementing Customer Relationship Management.
23. Give a brief classification of goods.
24. Elaborate the impact of service marketing in an economy.
25. Write a short note on “promotion of services”.
26. What do you mean by “Service Communication Mix”?
27. Discuss in brief the concept of Financial Services.
28. Highlight the features of Information Technology Services.

GROUP-C

Answer any two questions from the following

10×2 = 20

29. Enunciate the different types of Retail formats.
30. Discuss the present scenario of retailing in India.
31. Give a picture of the evolution of retail business in India.
32. Discuss the important factors affecting retail pricing.
33. Enumerate the common retail promotion strategies.
34. Elaborate the characteristics of services.
35. Give an outline of Service Marketing Mix.
36. Discuss the nature and function of Education Services & Travel and Tourism Services in India.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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