



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Programme 6th Semester Examination, 2022

**FACGDSE09T-B.COM. (DSE2)**

**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**

1. Answer any **five** questions: 2×5 = 10
- (a) What do you mean by retail management?
  - (b) What is pricing?
  - (c) What is service marketing?
  - (d) What do you mean by Customer Relationship Management?
  - (e) What is promotion of services?
  - (f) Define Multi-channel retailing.
  - (g) What is process management?
  - (h) Give an example of service marketing in non-profit organization.
  - (i) Give an example of service marketing in profit organization.
  - (j) What do you mean by educational services?
  - (k) What are media services?
  - (l) Give an example of financial services.
  - (m) What is Retail format?
  - (n) Mention the two characteristics of service marketing.
  - (o) Give an example of Health Care Services.
  - (p) What is communication strategy?

**GROUP-B**

2. Answer any **four** questions: 5×4 = 20
- (a) Explain briefly the various types of Retailing.
  - (b) Explain the factors influencing shopping decision process towards different services.
  - (c) Explain the retailer's role in a distribution channel.

- (d) Explain retail market strategy.
- (e) Explain Store Planning and Location Planning in Retailing.
- (f) Examine the factors affecting Retail Pricing.
- (g) State the characteristics of Services.
- (h) Enumerate the role of Packaging in Service Marketing.
- (i) Explain the additional Ps of Service Marketing.
- (j) Discuss the causes behind Service Quality Problems.
- (k) Write in brief about the marketing of Financial Services.
- (l) Appraise the marketing components of a Tourism Service.

**GROUP-C**

3. Answer any *two* questions: 10×2 = 20
- (a) What are the major functions of Retail Management? 10
  - (b) What are the essential factors which determine the growth of retailing in India? 10
  - (c) What do you mean by 'Place' in the context of service? How physical evidence plays a vital role in service marketing? 2+8
  - (d) What are the major functions of service marketing? 10
  - (e) 'People' and 'Process' play a significant role in service marketing — Explain it. 5+5 = 10
  - (f) Discuss about the present scenario of retailing in India. 10
  - (g) Describe the different communication strategy in service marketing. 10
  - (h) Explain the importance of Retail Pricing. 10

**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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