



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

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.

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What do you mean by large-scale retailing?
 - (b) How do you define retail format?
 - (c) Why is retailer called “buyers agent”?
 - (d) What do you mean by multi-channel retailing?
 - (e) Mention two functions of retailing.
 - (f) Highlight two characteristics of services.
 - (g) Write any two advantages of single channel retailing.
 - (h) Point out any two disadvantages of multi channel retailing.
 - (i) What do you mean by odd pricing in retail?
 - (j) Briefly describe “Price-off” as a retail promotion tool.
 - (k) Briefly explain “people” as an element of service marketing mix.
 - (l) Give two examples of media services.
 - (m) Write any two functions of financial services in service marketing.
 - (n) Give two examples of health care services.
 - (o) Briefly explain “physical evidence” as an element of service marketing mix.
 - (p) What do you mean by promotional mix in retailing?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Discuss in brief, the importance of retail promotion.
 - (b) Enumerate the factors that are limiting the growth of retailing in India.
 - (c) Write a short note on Customer Relationship Management.

- (d) Describe the impact of service marketing in an economy.
- (e) Discuss in brief, the concept of Travel and Tourism services.
- (f) Explain, in brief, the concept of Educational services.
- (g) Write a short note on present scenario of retailing in India.
- (h) Discuss in brief, about the communication strategies used in service marketing.
- (i) Write a short note on “pricing of services”.
- (j) Describe the different types of services.
- (k) Explain, in brief, the need and importance of retailing.
- (l) Write a short note on “Service Communication Mix”.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Write a note on “Managing Service Quality.
 - (b) Explain the role of 4P’s in service marketing mix.
 - (c) Enumerate the role of Information Technology in service marketing.
 - (d) Enunciate the factors affecting retail pricing in India.
 - (e) Discuss the characteristics of non-profit and profit organizations in service marketing.
 - (f) Elaborate the evolution of retail business in India.
 - (g) Describe the elements of Service Marketing Mix in Indian Context.
 - (h) Discuss the nature and functions of Financial 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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