



WEST BENGAL STATE UNIVERSITY
B.Com. Programme 6th Semester Examination, 2023

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

Answer any five questions

2×5 = 10

1. Define Retailing.
2. What do you mean by service communication mix?
3. Define Retail Pricing.
4. State two characteristics of service marketing.
5. What is Single channel retailing?
6. Give two examples of educational services.
7. Mention two roles of Multichannel retailing.
8. Define Health care services.

GROUP-B

Answer any four questions

5×4 = 20

9. Briefly explain the importance of Retail Management.
10. Discuss about different types of service.
11. Write short note on Present scenario of retailing in India.
12. How "Place" plays a vital role in service marketing?
13. Write a short note on Customer Relationship Management.
14. Write a brief note on communication strategy.

GROUP-C

Answer any two questions

10×2 = 20

15. Explain the different organized retail formats in India.
16. Examine the points significant to the marketing of educational services.
17. Explain the various factors affecting retail pricing decisions.
18. Discuss the challenges involved in the marketing of services.

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