



WEST BENGAL STATE UNIVERSITY
BBA Honours 5th Semester Examination, 2021-22

BBAADSE04T-BBA (DSE1/2)

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.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What do you mean by retailing?
 - (b) Mention two features of retail business.
 - (c) What is meant by Tangibility Spectrum?
 - (d) Define the major strategies of retail pricing.
 - (e) Elaborate the concept of e-Marketing.
 - (f) Define the Zone of Tolerance.
 - (g) What is Service Marketing Triangle?
 - (h) Mention any two Service Intermediaries.
 - (i) Define Service Blue Printing.
 - (j) Mention few retail promotion strategies.
 - (k) What is EDLP?
 - (l) Mention few types of large-scale retail traders.
 - (m) What is Process?
 - (n) What is Service Marketing Mix?
 - (o) Give two examples of low contract services.
 - (p) What do you mean by Service Guarantee?
2. Answer any **four** questions from the following: 5×4 = 20
- (a) Discuss the nature and determinants (Factors affecting) of Customers expectation of services.
 - (b) Discuss the Expanded Marketing mix of Services.
 - (c) Discuss the functions of retailers.
 - (d) Define Services. What are the characteristics of Services? 2+3

- (e) Distinguish between Departmental Store and Super Bazaars.
- (f) Discuss in detail about the origin and reasons for growth of Service Sector in India. Also mention the service sector and its contribution to Indian Economy.
- (g) What is Service expectation? Explain various types of customers' expectations of Services. 2+3
- (h) Define the different components of Service Marketing Triangle.
- (i) Define Product. Distinguish between Goods and Services. 2+3
- (j) Write short notes on concept of Service Blue Printing.
- (k) Distinguish between Heterogeneity and Inseparability services.
- (l) Describe the Marketing Planning Process.
3. Answer any *two* questions from the following: 10×2 = 20
- (a) Explain the Challenges Confronted by Service Sector.
- (b) Discuss the different factors affecting consumer decision making.
- (c) What is Service Expectation? Discuss the different types of service expectations. 3+7
- (d) Explain the methods of pricing in retail trade.
- (e) Discuss the objectives and strategies of retail pricing.
- (f) Mention the factors that Influence Customer Expectations of Service.
- (g) Enumerate the factors of macro and micro environment of marketing of services.
- (h) Explain the promotional strategies in retail trade.

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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