

2025

RETAIL MANAGEMENT AND MARKETING OF SERVICES — HONOURS

Paper : DSE-6.1 MH

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module - I

(Retail Management)

Group - A

1. Discuss, in brief, the role of retail trade in the growth of Indian economy. 4
2. Explain, in brief, any four key drivers of the Indian retail industry. 4

Or,

Briefly discuss the reasons for survival of unorganised retailing in this highly competitive market in India. 4

3. What do you understand by category management in retailing? 4

Or,

Give a note on 'Multi-channel Retailing'. 4

4. What is meant by 'Customer Relationship Management'? 4

Group - B

5. Explain the significance of pricing in retailing. 8

Or,

Briefly discuss the various approaches to product pricing. 8

6. Write explanatory notes on 'Direct Selling' and 'Automatic Vending'. 4+4

7. Explain the significance of 'Promotional Mix' in retail business. 8

Or,

Explain the promotional strategies that are generally used in retailing. 8

Please Turn Over

(2314)

**Module - II
(Marketing of Services)**

Group - A

8. What is 'Physical Evidence' in service marketing? 4
9. Briefly explain the concept of 'Service Marketing Mix'. 4
10. Why is service sector now considered as the golden key to India's development? 4

Or,

Mention the types of services easily available to a marketer. 4

11. Write a short note on 'Service Product'. 4

Or,

Write a short note on 'Service Customer'. 4

Group - B

12. Write an explanatory note on 'Educational Services in India'. 8

Or,

Write an explanatory note on 'Financial Services in India'. 8

13. Explain the growth of service marketing in India. 8

14. Discuss the different elements of promotional mix in marketing of services. 8

Or,

Describe the role of intermediaries in service marketing. 8