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BBABMC 336

Choice Based Credit System V Semester B.B.A. Examination, April/May 2022
MARKETING MANAGEMENT (Specialisation Paper – I)
Retailing and Service Marketing (Course – I)

Time : 3 Hours

Max. Marks : 120

SECTION – A

Answer **any 4** questions from the following. **Each** question carries **6** marks. **(4×6=24)**

1. What are the factors influencing retail location ?
2. Write a note on tourism marketing.
3. What is visual merchandising ?
4. What are the various ethical issues in retailing ?
5. What is services marketing triangle ? Explain.
6. What are the various characteristics of services ?
7. Explain the various retailing values.

SECTION – B

Answer **any 4** questions from the following. **Each** question carries **12** marks. **(4×12=48)**

8. Explain the components of retail store operations.
9. What is retailing ? Explain the challenges faced by the retailing sector.
10. Describe the classification of retail formats.
11. Explain the various customer relationship strategies practiced by Indian retailers.
12. Define services. State the reasons for growing importance of services.
13. Explain the application of service marketing in insurance sector.
14. What is retail selling process ? Explain its steps.

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SECTION – C

Answer **any 2** questions from the following. **Each** question carries **24** marks. **(2×24=48)**

15. Explain marketing mix in services marketing.
16. Describe the various duties and responsibilities of stores manager.
17. What are the reasons for the growth of retailing industry in India ?
18. a) What are the differences between marketing of goods and services ? **12**
b) The Banking Sector is going through a major transformation and witnessing robust growth. Automation is the order of the day. In order to sustain competition and enhance customer experience new initiatives have been introduced by all the banks. You, as a marketing manager of a traditional bank
 - i) Explain what changes you will bring about in your banking services ? **6**
 - ii) Evaluate the role of people in today's bank industry. **6**