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BBABMC 336

**Choice Based Credit System V Semester B.B.A.
Examination, February/March 2023
MARKETING MANAGEMENT
Specialisation Paper – 1
Retailing and Service Marketing : Course – 1**

Time : 3 Hours

Max. Marks : 120

SECTION – A

(6 Marks Each)

Answer **any four** of the following questions.

(4×6=24)

1. What is super market ?
2. What is visual merchandising ?
3. What are the factors influencing retail location ?
4. Give the meaning of customer relationship management.
5. What do you mean by customer retention strategy ?
6. What is service marketing ?
7. Write a note on tourism marketing.

SECTION – B

(12 Marks Each)

Answer **any four** of the following questions.

(4×12=48)

8. Explain the importance of retailing.
9. What are the changing trends in retailing in India ?
10. Explain the various customer retention strategies practiced by an Indian retailer.

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11. Explain the characteristic features of service.
12. Explain the differences between service and product.
13. Explain the store based retail marketing.
14. Explain the benefits of retailing.

SECTION – C
(24 Marks Each)

Answer **any two** of the following questions.

(2×24=48)

15. Explain the challenges faced by the retail sector in India.
 16. Explain the various duties and responsibilities of store manager.
 17. Explain the different methods of online service marketing.
 18. Explain the reasons for the growth of service marketing in India.
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