



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Honours 6th Semester Examination, 2024

**FACADSE09T-B.COM. (DSE3/4)**

**RETAIL MANAGEMENT AND MARKETING OF SERVICES**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words as far as practicable.  
All symbols are of usual significance.*

**GROUP-A**

1. Answer any *five* questions from the following: 2×5 = 10
- Point out two advantages of single channel retailing.
  - Mention “physical evidence” as an element of service marketing mix.
  - Give two examples of large scale retailing in India.
  - What is service promotion?
  - Give two examples of financial services.
  - What do you mean by skimming pricing in retail?
  - Briefly explain “process” as an element of service marketing mix.
  - State two communication strategies in service marketing.

**GROUP-B**

2. Answer any *four* questions from the following: 5×4 = 20
- Explain, in brief, the concept of Travel and Tourism Services.
  - Write a short note on present scenario of retailing in India.
  - Describe the impact of service marketing in the Indian Economy.
  - Distinguish between non-profit and profit organization in service marketing.
  - Write a short note on “Customer Relationship Management”.
  - Explain, in brief, the concept of Information Technology Services.

**GROUP-C**

3. Answer any *two* questions from the following: 10×2 = 20
- Discuss the nature and functions of Banking Services in India.
  - Enumerate the role of marketing in financial services.
  - Write a note on “Managing Service Quality”.
  - Elucidate the common retail promotion strategies.

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