M.B.A.(with Credits)-Regular-Semester 2012 Sem III

MBA235A: Group-A

Marketing Management : Retail & Services Marketing

P. Pages: 1 Time: Three Hours		* 3 8 8 8 *	GUG/W/16/3022 Max. Marks : 70
 -	Notes: 1. 2.	Attempt any five questions. All questions carry equal marks.	
1.	Discuss	Retail marketing and Retail management.	14
2.	Explain	CBB and Retail marketing.	14
3.	Discuss	Retail location and related strategies.	14
4.	Explain	application of IT in Retail.	14
5.	Discuss	Retail branding strategies.	14
6.	Explain	modern trade and new trends in retailing.	14
7.	What is	services? Discuss its nature and characteristics.	14
8.	Explain	CRM and Services.	14
9.	Discuss	MIS and research for services.	14
10.	a) Serb) Mac) Ser	nort notes on any two. Evice distribution. Enaging service quality. Evice positioning. Ebal Retailing.	14
