



- Notes :
1. Attempt **any five** questions.
 2. 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. Write short notes on **any two**. **14**
 - a) Service distribution.
 - b) Managing service quality.
 - c) Service positioning.
 - d) Global Retailing.
