



**WEST BENGAL STATE UNIVERSITY**  
BBA Honours 5th Semester Examination, 2020, held in 2021

**BBAADSE04T-BBA (DSE1/2)**

**RETAIL MANAGEMENT AND MARKETING OF SERVICES**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Define Service blue printing.
  - (b) What is Tangibility Spectrum?
  - (c) Define Internet Retailing.
  - (d) Give an idea of service management.
  - (e) What is meant by Traditional Marketing Mix?
  - (f) Define the Zone of Tolerance.
  - (g) Who is a socializer?
  - (h) What do you mean by tangibility of services?
  - (i) Define Retail Location strategy.
  - (j) What do you mean by service sector?
  - (k) Elaborate the concept of e-Marketing.
  - (l) Define Customer Expectations of Service.
  - (m) What is Strategic planning?
  - (n) Give the idea of Physical Evidence.
  - (o) Mention the names of two e-Business Models.
2. Answer any **four** questions from the following: 5×4 = 20
- (a) Write short notes on Consumer Decision Rules.
  - (b) Distinguish between Services vs. Customer Service.
  - (c) Briefly mention about various types of Service Expectations.
  - (d) Write short notes on Retail category management.
  - (e) Distinguish between Heterogeneity and Inseparability services.
  - (f) Write short notes on Atmosphere of Internet Retailing.

- (g) Mention briefly about Environmental Dimensions of the Services cape.
- (h) Write short notes on Expanded Mix for Services.
- (i) Describe the Marketing Planning Process.
- (j) Write short notes on Theories of Structural Change in Retailing.
- (k) Briefly mention about Sources of Desired Service Package.
- (l) Write short notes on Internal Responses to the Services cape.

3. Answer any *two* questions from the following: 10×2 = 20

- (a) Discuss the different factors affecting consumer decision making.
- (b) Explain the objectives of retail pricing.
- (c) Discuss the e-Marketing Planning Process.
- (d) Mention the factors that Influence Customer Expectations of Service.
- (e) Explain the Challenges Confronted by Service Sector.
- (f) Discuss about the Retail distribution channel.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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