

Seat Number of Candidate: _____

Savitribai Phule Pune University

Department of Management Sciences (PUMBA)

MBA++, Trimester – II, External Assessment Examination, February 2015

Subject Code:505G Name of Subject: Retail Selling & Promotion

Marks: 50

Time: 3 Hrs

Instructions: 1) All questions carry equal marks

2) Answer any FIVE from Que 1 to Que 6

7. What is CRM? How does retailer determine who their best customers are?
8. Why is customer service so important in retailing? How do customers evaluate a retailer's service?
9. Explain in detail the consumer decision process of selecting a retailer with appropriate example.
10. Explain The GAPS Model for Improving Service Quality in retailing.
11. What is Retail communication mix? Why do retailers need to have an integrated retail communication program?
12. Write short notes on any TWO
 - d) Habitual decision making
 - e) Managing customer complaints
 - f) Role of visual merchandising in retail store