



PG – 922

III Semester M.B.A. Degree Examination, Feb. 2017
(CBCS)
MANAGEMENT
Paper – 3.4.1 : Retailing Management and Services

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** carries **5** marks. **(5×5=25)**

1. Explain the different types of classification of senses.
2. Explain the features of GAP model with an example.
3. Narrate the role of social media in customer service.
4. How general merchandise retailers are different from food retailer ? Give example.
5. What are the elements in retail mix ? How they different from marketing mix ?
6. Explain the importance of visual merchandising in retailing.
7. Explain the services offered by organized retailers.

SECTION – B

Answer **any three** of the following question. **Each** carries **10** marks. **(3×10=30)**

8. Discuss the tangible and intangible spectrum of services. Also explain its marketing implications.
9. Explain the service marketing strategies for different service encounters and service scopes.
10. Analyse the theories of retailing and thereby trace the growth of retailing.
11. Discuss the store design and management with respect to organised retailer.

SECTION – C

(1×15=15)

12. Assume that you are a business development manager of a e-commerce firm. If is engaged in e-tailing and catering the requirements of consumer products. The firm is planning to reach the customers in all major cities in Karnataka.
 - 1) Identify some attractive consumer segments for e-tailing business.
 - 2) Suggest suitable service logistic for customer service.
 - 3) Develop marketing communication media for customer attraction and education in the chosen cities.
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PG – 1086

III Semester M.B.A. Degree Examination, February 2016
(CBCS) (2014-15 & Onwards)
MANAGEMENT

Paper – 3.4.1 : Retailing Management and Services

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. **(5x5 = 25)**

1. Explain the search and credence property of services.
2. What are the factors which help customers to set expectations on a service ?
3. What are the strategies for service recovery ?
4. Explain the need and importance of customer relationship management.
5. What are the characteristics of general merchandise retailers which distinguish it from food retailers ?
6. What are the principles of visual merchandise planning ?
7. Explain the merchandise procurement practices of retailers.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3x10 = 30)**

8. Discuss the tangible and intangible nature of services with a service tangibility spectrum.
9. Explain the role of 'people' and 'process' in services management and marketing.
10. Discuss the merits and demerits of multiple channels used by organised retailers.
11. Considering example of a modern retailer you are familiar with, explain the retail mix strategy of the retailer.

P.T.O.



SECTION – C

(Compulsory)

Case Study

(1x15 = 15)

12. Assume that, you are a inventory manager of an organised retail organisation. The procurement of inventory is a regular functions of inventory manager. Since, it is a multi-brand retail outlet, you need to procure inventory from manufactures and stockiest. You have forecasted that, 15 percent more inventory need to be procured for the next week to meet the extended demand due to seasonal festival.
- Prepare a detailed inventory procurement plan and inventory method suitable for your organisation.
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