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III Semester M.B.A. Examination, April/May 2022
(CBCS) (2014-15 and Onwards)
MANAGEMENT
Paper – 3.4.1 : Retailing Management and Services /MKT

Time : 3 Hours



Max. Marks : 70

SECTION – A

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

1. What are the 7P's of service marketing with examples ?
2. What are the dimensions of service quality ?
3. Explain the process of service blueprint.
4. Discuss the types of multi-channel retailing.
5. Explain the process of managing the customer touch points.
6. Discuss the steps of merchandising management.
7. What are the types of customer services in retailing ?

SECTION – B

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

8. Discuss the different bases of classification of services.
9. Explain the strategies for developing a service culture.
10. Write a short note on :
 - a) Visual Merchandising.
 - b) Collaborative Planning, Forecasting and Replenishment (CPFR)
11. Elaborate on store design of your own choice and write store layout with an example.



SECTION – C
(Compulsory)

Case study :

(1×15=15)

12. Organised retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy. What are the underlying opportunities and challenges in this sector ? It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers. It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market. With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that weather they should focus on value retailing or lifestyle retailing. Retail cannot develop by setting up only malls. In order to promote retail we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather than just to imitate foreign malls.

Questions :

- 1) How is organized retailing different from unorganized retailing ? State the advantages and disadvantages of both forms.
- 2) Explain how retailers can give an Indian face to retail.
- 3) List the opportunities and threats before organized retailing.