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Third Semester M.B.A. Degree Examination, March/April 2021

(CBCS – 2014-15 onwards)

Management

Paper 3.4.1 – RETAILING MANAGEMENT AND SERVICES

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

Answer any **FIVE** questions, each carries **5** marks :

(5 × 5 = 25)

1. Explain the unique characteristics of services.
2. What are the drivers of retail growth?
3. What do you mean by Service Retailing?
4. Explain the process of Vendor Development.
5. Explain Search, Experience and Credence Qualities with examples.
6. Discuss the major issues and challenges of service marketing in India.
7. Explain the characteristics of Visual Merchandise Management.

SECTION – B

Answer any **THREE** questions, each carries **10** marks :

(3 × 10 = 30)

8. Why most of the corporate prefer integrated service marketing communication? Discuss.
9. Describe the choice of selecting layout and design in retailing. How is location chosen in retailing?
10. Explain GAP model of service quality. Discuss the need for measuring service quality.
11. What is the importance of Customer Relationship Management in Retailing? Explain with various touch points where CRM is at its high in a retail organization.

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SECTION - C

Compulsory Question :

(1 × 15 = 15)

12. Case study :

Mr. Shivam, an MBA graduate owns and manages 50-year old Gift Items Emporium which he had inherited from his late father about a decade ago. The emporium is the oldest shop located in one of the busiest and highly commercial markets of Bengaluru, which is surrounded by a large number of modern retail shops; each of them offering a variety and specialized merchandise ranging from mobile accessories to premium brand of apparels and other exclusive service to customers.

The Emporium as mentioned earlier is the oldest outlet in the area ; yet strategically located in the market place and stocks reasonably good merchandise. However, the outlet is very old and has a very traditional outlook without any changes since its inception. Since the last couple of years, Shivam was keenly observing and realized that despite being the oldest shop offering a wide range of merchandise at value for money prices and with a reasonably loyal clientele, the business was slowing down consistently signaling the onset of poor demand and thereby affecting sales and profits.

Disheartened by the current state of business, Shivam was trying to identify and figure out the reasons for its poor performance and is set to improve the foot falls in the near future if he gets the right guidance and direction to turn around.

Questions :

- (a) What kind of alternative strategies would you recommend to be undertaken to make the emporium more attractive for the shoppers? (8)
- (b) Elaborate on the key atmospheric components that Mr. Shivam should focus upon in order to improve sales and profits. (7)