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

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions, and **each** carries 5 marks.

(5×5=25)

1. Explain the importance of services marketing in recent years.
2. Discuss services marketing triangle.
3. What does service recovery mean ?
4. Write a note on the service blueprint.
5. What are the functions performed by a retailer ?
6. What factors must a retailer take into account while choosing a location for a retail store ?
7. Explain the concept of private labels with suitable examples.

SECTION – B

Answer **any three** questions, and **each** carries 10 marks.

(10×3=30)

8. Describe the Gaps model. Apply it to any one service industry of your choice and explain how it could be used to fill the possible gaps in service quality.
9. What are the different media used by a) telecom services providers b) Airlines ? Discuss the possible reasons why these are the preferred media in each case.
10. Explain the components of the retail marketing mix.
11. Discuss the opportunities and challenges of retailing in India.

P.T.O.





SECTION - C

(15x1=15)

Compulsory question.

12. Case study.

Kerala is well known as "God's own country" that redefined itself as one of the most preferred destinations for foreigners in the tourism space. Kerala started to advertise its Boat race in Alleppey and the Elephant ritual at "Thrissur Pooram" through its tourism promotional campaign to gain more attention from foreign and domestic tourists. Kerala also promoted destinations like Munnar, Wayanad, Thekkadi, Bekal etc., which has given a good mileage for its tourism campaign. With proper infrastructural connectivity and a great tourism promotional campaign, Kerala gained recognition in India and Abroad.

Questions :

- A) Develop a campaign for your own state/any other state in India, to attract foreign tourists.
- B) Develop a similar campaign for domestic tourists.

SECTION - B