



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 differ 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 questions. **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 organized retailer.

SECTION – C

(1×15=15)

12. Assume that you are a business development manager of an e-commerce firm. It 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 logistics for customer service.
 - 3) Develop marketing communication media for customer attraction and education in the chosen cities.
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