



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. (5×5 = 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. (3×10 = 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.

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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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