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**III Semester M.B.A. (Day/Evening) Examination, May/June 2023
(CBCS) (2022 – 23 and Onwards)
(Freshers)
MANAGEMENT**

Paper – 3.4.1 : Retailing Management and Services

Time : 3 Hours



Max. Marks : 70

SECTION – A

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

(5×5=25)

1. State the significance of Services Marketing. List out various basis for classifying services.
2. Write a short notes on Services Marketing Triangle.
3. Explain the reasons for failure of services and discuss the recovery strategies involved in it.
4. Discuss the need and importance of Customer Relationship Management.
5. What are the major principles of Virtual Merchandise Planning ?
6. Explain the various steps involved in Consumer Decision Making Process.
7. Elaborate the need and importance of category management in a retail business.

SECTION – B

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

(10×3=30)

8. Explain the various factors influencing the Consumer Buying Behavior.
9. Describe briefly the various steps involved in New Services Development Process.
10. Discuss the Store Design and Management with respect to organized retailer.
11. Discuss in detail role of social media in shaping consumer buying behaviour.

P.T.O.



SECTION – C

Compulsory Question :**(1×15=15)**

12. Case study :

Express Courier Ltd. (ECL) is an innovative delivery company that helped to change the way to do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What RECL really sells is one-time reliability. The company markets risk reduction and provide confidence that people shipping packages will be “absolutely, positively, certain their packages will be there by 10.30 in the morning”. In fact, ECL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, the customers buy more than just delivery service they buy a solution to their distribution problems. For Example, a warehouse designed and operated by ECL is a part of the distribution centre for a very large computer firm. In other organizations, customers can place order for inventory as late as midnight and the marketer, and because of ECL’s help, can guarantee delivery by the next morning. ECL has positioned itself as a company with a service that solves its customer’s problems.

Read the above case carefully and answer the following questions :

- a) What are the elements of service quality for a delivery service like ECL need to focus on towards surviving in this competitive business environment ?
 - b) In what way does technology influence ECL’s Service Quality ?
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