Birla Institute of Management LIBRARY M.P.

Q.P. Code : 61326

Third Semester M.B.A. (Day) Degree Examination, February/March 2020

(CBCS Scheme)

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 **5** marks : **(5 × 5 = 25)**

1. Discuss the factor that has led to the growth and consolidations of retailing in India.
2. Explain the various elements of services marketing triangle.
3. Think of a service job you have had how effective, in your opinion is the organisation in managing the elements of the service marketing mix.
4. Discuss the concept of visual merchandising with suitable example.
5. Discuss the role of social media in customer service.
6. In your observation, identify the key parameters for developing the physical guidance of service outlet.
7. How can quality service be used in a manufacturing context for competitive advantage?

SECTION – B

Answer any **THREE** of the following questions. Each question carries **10** marks : **(3 × 10 = 30)**

8. Write short notes on :
   (a) CPRF
   (b) Retail Mix
9. Explain in detail the major types of store layouts.
10. Explain the strategic retail planning process with the model.
11. Discuss the factors which retailers consider when deciding how much shelf space to allocate to merchandise category and brands.

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SECTION – C

12. **Compulsory** Question : **(1 × 15 = 15)**

India is perceived to be the most attractive retailer destination. India provides the largest consumption market in the world that is still largely intapped yet, the most fascinating aspect of this market is that it can never be described in numbers alone. The economic social and cultural diversity of Indian consumers forces marketers and retailers to view this mass of consumers not as one single market but as a 'mass of riches'.

India is not only a culturally diverse market but also an economically diverse one. A recent issue of Forbes magazine states that there are more Indian billionaires than those in Japan. Yet, we have some of the poorest segments of the world's population. In between these two segments lies a huge and diverse market for mass retailer's customer segment in India which are maturing faster than ever.

A retailer with a single format strategy will not be able to cater to a large set of customers in India. While hyper markets and discount stores will continue to dominate the modern formats have to be designed to cater to different aspirations and needs of consumers. The growing middle class is pushing the development of specialty stores. Outlet for home products, fashion, office stationary, health products and consumer electronics are in Demand.

(a) Explain in detail the various retail formats mentioned in the case study.

(b) Suggest a retail format for both, the rich in India and for the poor in India. Justify your answer.