

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch - **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

RETAIL SERVICE MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Person to person interaction between a retailer and a prospective customer is
 - (i) Direct marketing
 - (ii) Automatic selling
 - (iii) Direct selling
 - (iv) Buying service
- 2 MRP stands for
 - (i) Minimum retail price
 - (ii) Maximum retail price
 - (iii) Minimum rate of profit
 - (iv) Maximum rate of profit
- 3 Which products are produced and marketed by companies to many retailers?
 - (i) National brands
 - (ii) Local brands
 - (iii) Unbranded
 - (iv) Commodities
- 4 What is not easy to change in Retail Management?
 - (i) Promotion.
 - (ii) Location.
 - (iii) Price.
 - (iv) Merchandise mix.
- 5 Shopping malls, Super markets and Hypermarkets come under which type of marketing?
 - (i) Wholesale
 - (ii) Direct marketing
 - (iii) Agent service
 - (iv) Retail

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the growth of services marketing in the current marketing trends.
OR
b Outline the expanded marketing mix for retail services.
- 7 a List out the customer expectation and perception towards retail services.
OR
b Examine the elements of consumer analysis in services organization.
- 8 a Highlights the levels of service products and its benefits.
OR
b Explain the importance of customer product knowledge and involvement.
- 9 a Discuss the Challenges for people element in retail marketing.
OR
b State the benefits of relationship marketing in service organizations.
- 10 a Examine the marketing strategies in educational services.
OR
b Illustrate the importance tourism services in India.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Design a blue print for carrying out the activities in retail industry.
OR
b Discuss the different types classification of services.
- 12 a Summaries the various stages service lifecycle in marketing.
OR
b Highlight the importance of services scape.
- 13 a Discuss the strategies adopted for service sustenance.
OR
b Bring out the importance of Artificial intelligence and machine learning in service of product.
- 14 a Summarize the steps in service blue printing.
OR
b Illustrate the customer participation in designing of services.
- 15 a Bring out the importance of health and hospitality services.
OR
b Prepare services strategy in public utility services.

Z-Z-Z

END