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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN901A

9th Semester Regular Examination: 2024-25

SUBJECT: Service Marketing

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R291

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Is packaging of service difficult? Justify your answer.
- Write the advantages of service recovery paradox.
- How remote encounter is different from face-to-face encounter?
- What do you mean by moments of truth?
- Differentiate between augmented service and potential service. Give example.
- What are the components of service marketing triangle? Sketch their relationship.
- What do you mean by zone of tolerance?
- What constitutes the service blueprint?
- Differentiate between standardization and customization.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- Explain the important characteristics of services with suitable examples. Discuss what challenges they pose to the service marketer.
- "Matching capacity and demand are difficult in Service Marketing as services cannot be stored". Explain different strategic approaches for Managing Supply and demand for services.
- What is single window service concept? Explain.
- Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services.

- f) What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict.
- g) Explain the process of service delivery by "Zomato".
- h) The process of service delivery can be mapped with a flow chart or a service blueprint. Justify the statement in the context of preparing a Demand draft in a bank.
- i) Discuss the service provided by Government to its consumers through Direct Benefit Transfer and its impact on the consumer satisfaction.
- j) Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
- k) Explain the different types of intermediaries in service distribution channel.
- l) Why service provider link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** "Services are deeds, acts or Performances". Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. **(16)**
- Q4** What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. **(16)**
- Q5** Give important reasons behind the huge growth of service economy in India with justifications. **(16)**
- Q6** Companies often find pricing of services more difficult than pricing of goods. Why? Explain various approaches for pricing of services. **(16)**

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN902A

9th Semester Regular/Back Examination: 2024-25

SUBJECT: Retail Management

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R133

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Identify two differences between retailing and wholesaling.
- What are the components of retail marketing mix?
- What is post purchase evaluation?
- How psychology affects consumer behavior in retail?
- What is a Specialty Store?
- What is product assortment in retail?
- Define retail layout.
- What is brand extension?
- Define visual merchandising.
- How local demographics affect retail location decision?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Discuss the reasons for the growth of service retailing in India.
- Explain how technology influence retail buying.
- Explain the steps involved in buying a washing machine from a retail outlet.
- Discuss the factors influence merchandise planning with relevant examples.
- How atmospherics influence retail buying? Explain through example.
- Discuss different factors responsible for enhancing retail store equity.
- Explain the functions of retail store manager.
- Discuss the advantages and disadvantages of different retail sales promotion.
- Discuss the different types of cost oriented pricing.
- Explain how brand equity helps in brand extension.
- Explain how social media helps retail promotion.
- Explain the different types of retail store layouts.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain how economic and demographic factors influence growing demand for expansion of organized retailing in India. (16)
- Q4** Explain various branding strategies available for a retailer with their advantages and disadvantages. (16)
- Q5** You are going to open a restaurant, explain the different factors influence your decision for selecting your location. (16)
- Q6** Explain the factors responsible for setting price. Discuss various competition oriented pricing strategies. (16)

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN903A

9th Semester Regular Examination: 2024-25
SUBJECT: Product & Branding Management
BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R031

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Define brand with an example.
- What do you mean by NPD?
- What do you mean by brand personality?
- What is your understanding of product line and product hierarchy?
- What is social media branding?
- Define PLC with a suitable diagram.
- What do you mean by brand rejuvenation?
- What is product mix?
- What is brand positioning?
- What is the meaning of product policy?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Elaborate the steps while developing a new product.
- Briefly describe Customer-Based Brand Equity (CBBE) model.
- Explain the stages of Product Life cycle along with its marketing strategies.
- What do you know about product line decisions? Discuss various product line decisions in detail.
- Explain the steps involved in New Product Development.
- Discuss the characteristics and sources of brand identity.
- Explain different tools for building brand equity.
- Explain need and essentials of sound test-marketing.
- Discuss various brand evaluation methods.
- What is idea generation? Explain techniques for generating new product ideas.
- Discuss product depth and width with a suitable example.
- Briefly describe brand identity prism.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Describe Brand Association. As a brand manager, how would you build and maintain a positive Brand Association? (16)
- Q4** What do understand by product mix? Discuss the attributes associated with product line management. (16)
- Q5** What is Brand Equity? Explain the factors that influence brand equity of an organization. (16)
- Q6** What is your idea about product management and brand management? Discuss the roles and responsibilities of a product manager in a FMCG company. (16)