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Total Number of Pages: 02

Course: MBA/MBAP/IMBA

Sub\_Code: 18MBA304A/18PTMBA503A/16IMN901A

3<sup>rd</sup>/5<sup>th</sup>/9<sup>th</sup> Semester Regular/Back Examination: 2025-26

SUBJECT: Service Marketing

BRANCH(S): MBA, FM, GM, MBA(PT), IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: U293

Answer Q1 (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)

- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Can service be packaged? Justify your answer.
- What do you mean by zone of tolerance?
- What do you understand by service failure?
- In what way outsourcing helps in service operation?
- Differentiate between standardization and customization.
- Define and explain customer life time value.
- How remote encounter is different from face-to-face encounter?
- What are the components of service marketing triangle? Sketch their relationship.
- Differentiate between augmented service and potential service. Give example.

Part-II

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

(6 x 8)

- Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
- Explain the process of service delivery by "Zomato".
- What is single window service concept? Explain.
- What do you mean by service encounter? Discuss the various types of service encounters.
- State the implications of service characteristics in financial sector with suitable examples.
- Explain the different types of intermediaries in service distribution channel.
- Why service providers link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.
- The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.

- i) Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.
- j) "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.
- k) Explain the role of visibility in service design.
- l) How can a service marketer make use of data mining to improve its performance?

**Part-III**

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

- Q3** 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)**
- Q4** What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. **(16)**
- Q5** "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)**
- Q6** Explain the role of CRM and outline the customer retention strategies in service marketing in the context of hotel industries. **(16)**

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Course: IMBA  
Sub\_Code: 16IMN902A

9<sup>th</sup> Semester Regular/Back Examination: 2025-26

SUBJECT: Retail Management

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: U179

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 a category killer with a real-life example.
  - How a departmental store is different from a super market?
  - What do you understand by cognitive dissonance?
  - Point out the major factors affecting retail location decisions.
  - What is a POS system?
  - What do you understand by multi-channel retailing?
  - How RFID is used in retail?
  - Point out the elements of retail marketing mix.
  - How do you define everyday low pricing?
  - Differentiate between pull promotion and push promotion strategy of retailing.

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- What is non-e- retailing? Discuss its major types with suitable examples.
  - Discuss the main objectives of a good store layout.
  - Discuss the skills required for a retailer in India.
  - Discuss the various pricing strategies used by modern retailers.
  - Suggest various retail promotion mix strategy available for a garment showroom recently opened in your area.
  - Explain how visual merchandising promotes brand communication in retail business.
  - How CRM and data analytics helps retailers to understand and retain customers?
  - Explain how digital platforms and social media contribute to retail brand building.
  - Discuss how retail aesthetics influence customer behavior in retail stores.
  - How brand extension is different from line extension? Explain with suitable examples.
  - Discuss cost plus pricing method with its merits and drawbacks.
  - Explain the factors affecting the choice of retail communication methods.

**Part-III**

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

- Q3** Explain how social, demographic and economic factors led to the emergence of organized retailing in India. (16)
- Q4** Critically examine the factors influence retail location decision. Evaluate why correct site selection is critical for retail success. (16)
- Q5** Explain the role of information technology in transforming retail sector in India. Discuss the key technologies with examples (16)
- Q6** Discuss various demand based and competition based pricing strategies. Evaluate their relevance in modern times. (16)

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Course: IMBA  
Sub\_Code: 16IMN903A

9<sup>th</sup> Semester Regular Examination: 2025-26  
SUBJECT: Product & Branding Management  
BRANCH(S): IMBA  
Time: 3 Hours  
Q.Code: U222

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)
- What is your idea about product mix?
  - What is the definition of a brand as per the American Marketing Association?
  - What do you mean by line stretching?
  - How does PLC help in marketing decisions?
  - What do you mean by brand essence?
  - What is brand equity?
  - What do you mean by brand bonding?
  - Define the width and depth of a product mix.
  - Give two examples of convenience goods?
  - What is co-branding?

**Part-II**

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)
- Describe Customer-Based Brand Equity (CBBE) model.
  - Explain the different strategies of Brand Revitalization.
  - Describe the importance of packaging in terms of primary, secondary, and shipping package.
  - What is idea generation? Explain techniques for generating new product ideas?
  - Briefly describe convenience goods, shopping goods, specialty goods and unsought goods with suitable examples.
  - A brand is much more than a product. Explain.
  - Write a short note on Brand Audit.
  - Describe the innovation of diffusion process.
  - Describe different product-line decisions.
  - Discuss different product positioning strategies for a firm in FMCG sector.
  - What are the desirable qualities of a brand name? Elaborate with suitable examples.
  - Describe the five product levels with suitable examples.

**Part-III**

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

**(16 x 2)**

- Q3** Describe the eight stages of the new-product development process.
- Q4** Explain the ten attributes of a Brand Report Card as developed by Kevin Keller.
- Q5** Explain various stages of the Product Life Cycle (PLC) with their characteristic features.
- Q6** Give an overview of different branding decisions like brand-sponsor decision, brand-name decision, brand-strategy decision, and brand-repositioning decision.

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