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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

220. RETAIL CUSTOMER SERVICE

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. How to categorize retails?
2. Specify the three kinds of service retailing.
3. Define EDLP.
4. What is meant by Visual Merchandising?
5. Draw an organisation a structure in retail.
6. State the future changes in retailing.
7. List out the factors influencing the retail advertisement.
8. Write short notes on Retail pricing.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Discuss the importance and functions of retailing in the business.
10. Describe the consumer decision making model in detail.
11. Explain the factors determining a consumer demographic profile and social profile.
12. Discuss the evolution of Indian retail industry in detail.
13. Explain the ethical performance in retailing business.

SECTION-C

(1×15=15)

Answer any ONE question

14. What are all the factors that influence the consumer perception in service retailing?
15. Discuss the role played by HR in a retail organisation.
16. Explain the different types of pricing strategies in detail.

SECTION-D

(1×15=15)

(Compulsory)

17. Write a detailed account on designing a website for a retail business.
