

4 St. Clare College

Autonomous, Bengaluru

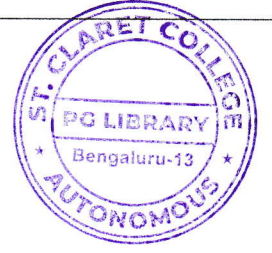
PG END SEMESTER EXAMINATION-MAY 2026

MBA THIRD SEMESTER

MBADSM 3325: Retailing Management and Services

ROLL NO:

DATE:



TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SEVEN questions out of NINE. Each answer carries TWO marks.

[2x7 = 14]

1. Define services marketing.
2. State two characteristics of services.
3. What is the GAP model?
4. What is Zone of Tolerance?
5. Define service blueprint.
6. What is service encounter?
7. Define retail format.
8. What is visual merchandising?
9. What is CPFR?

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

10. Explain the 7 Ps of services marketing with examples.
11. Explain the types of service encounters and their importance.
12. Explain the role of employees in service delivery.
13. Describe the components of a service blueprint.
14. Explain different types of retail formats.
15. Discuss store layout and its impact on customer experience.

PART-C

Answer any TWO questions out of FOUR. Each answer carries TEN marks.

[10X2=20]

16. A hotel is facing declining customer satisfaction. Apply the SERVQUAL model to identify gaps and suggest improvements.
17. Design a service blueprint for a food delivery app and identify possible failure points.
18. What are the different stages of category planning? How is it different from assortment planning.
19. Analyze how recent technologies (AI, self-checkout, digital payments) are transforming retail. Provide real-world examples.

PART-D

Answer the following.

[16X1=16]

20. UrbanStay is a mid-range hotel chain operating across major Indian cities. Known for its affordability and decent service, the brand has recently started receiving negative reviews across platforms like Google and travel apps.

Common complaints include:

- Long check-in times
- Unresponsive front desk staff
- Poor housekeeping standards
- Inconsistent service across locations

The management had earlier implemented standard operating procedures and trained staff, but with rapid expansion, service consistency has dropped. Employee turnover is high, and frontline staff feel overworked and undertrained. Customer expectations, however, have increased due to competition from premium budget chains offering tech-enabled services such as mobile check-ins and personalized experiences.

UrbanStay's management now wants to identify the root cause of declining service quality and redesign the service experience.

Questions:

- a. Apply the GAP Model of Service Quality to identify the key gaps in UrbanStay's service delivery. (8 Marks)
- b. As a consultant, propose a comprehensive service improvement strategy, including employee role, process redesign, and use of technology. (8 Marks)
