

Anurag Group of Institutions			
School of Business Management			
MBA II Yr I Sem - <i>Services and Retailing Marketing</i> Teaching Plan (2016) by <i>M.PRASANTHI</i>			
Title	Topic	No.Of Classes	Reference
Unit 1	Introduction to services: definition and importance	1	Christopher Lovelock, M.K.Rampal & S.L.Gupta, Mark Davis, Hoffman, 2. Levy & Weitz: Retailing Management
	characteristics of services	1	
	Classification of Services,	1	
	services in Modern Economy	1	
	Marketing Services Vs. Physical Services	1	
	Services Marketing Mix	1	
	Services As a system	1	
	Strategic Responses to the Intangibility of Service Performances	1	
	Case1 : United Indian Bank	1	
	Case2: Online Air Travel	1	
Unit 2	Services Marketing Mix I: The Process of Market Segmentation	1	
	Selecting the Appropriate Customer Portfolio	1	
	Positioning a Service in the Market	1	
	Planning and Branding Service Products	1	
	New Service Development	1	
	<i>Service pricing and pricing strategies</i>	1	
	Role of Marketing communication	1	
	<i>Setting Communication Objectives</i>	1	
	Marketing Communication Mix.	1	
	Case1: The Crestwood Inn	1	
Case2: Population Growth and the Urban Poor	1		
Unit 3	Services Marketing Mix II: Creating Delivery Systems in Price	1	
	Cyberspace and Time	1	
	Gaps Model of Service Quality	1	
	The Role of Intermediaries	1	
	Enhancing value by Improving Quality and Productivity	1	
	Physical Evidence and Service scape	1	
	Employees Role in Services	1	
	<b>Case1:</b> Physical evidence a case of KFC	1	
	<b>Case2:</b> IT Trainers Limited	1	
Unit 4	<b>Retailing Management:</b> Introduction, Functions of Retailing	1	
	Types of Retailing, Retailing Strategy,	1	
	Target Market & Retail format	1	
	Growth Strategies	1	
	Strategic Retail Planning Process & Factors to be considered for Retail Planning	1	

	Retail Organization Structures,	1	
	Retail pricing Strategies and Approaches for Setting Pricing	1	
	Pricing Adjustments, Promoting the Merchandise	1	
	Implementing an Advertising Plan.	1	
	Case: Big Bazaar: An Indian Retail Chain	1	
Unit 5	<b>Store Management:</b> Objectives of a Good Store Design,	1	
	Store Design, and Store Layout – Space Planning,	1	
	Merchandise Presentation Techniques and Atmospherics	1	
	Location strategies: Shopping Centers, Freestanding Sites	1	
	Location and Retail Strategies	1	
	E-tailing, Retailing Opportunities in India.	1	
	CRM in Retail Management	1	
	Case: Myntra.com,	1	
	Total No classes	48	

Short Questions:

Unit 1

1. Importance of services marketing
2. Marketing services Vs Physical Services
3. Services as a system
4. 4I's Of services
5. Services Marketing Mix

Unit 2

1. Process of Market Segmentation
2. Positioning a service
3. Service pricing
4. Branding service product
5. Marketing communication mix

Unit 3

1. Service delivery
2. Cyber space and time
3. Gap model
4. Service quality
5. Physical evidence of services

#### Unit 4

1. Functions of retailing
2. Types of retailing
3. Target Market
4. Strategic retail planning process
5. Promoting the merchandise

#### Unit 5

1. Store design
2. Store layout
3. Space planning
4. Freestanding sites
5. E-tailing

Long Questions:

#### Unit-1

1. Describe the importance and classification of the services
2. Explain the characteristics of services and what is the role of services in modern Indian economy
3. Illustrate 4 service industries which boost the Indian economy
4. Explain the strategic response to the intangibility of service performance
5. Describe services marketing mix

#### Unit-2

1. Explain the process of Market Segmentation for service industry
2. Explain how to select customer portfolio and positioning a service
3. Explain the process of planning and branding the services
4. Explain the service pricing strategies
5. What is the role of marketing communications in service promotion

#### Unit-3

1. Explain the service delivery system with examples
2. Explain the cyber space and time for services
3. Explain how the Gap model is used to evaluate the Service Quality
4. What is the role of intermediaries in enhancing the value of services
5. Explain the role of employees in services

#### Unit-4

1. Explain various types and functions of retailing
2. Explain retailing strategy and how the target markets will be identified for retailing
3. Explain the growth strategies for retail formats
4. Explain the factors to be considered for retail planning
5. Explain the retail pricing strategies and approaches for setting pricing

#### Unit-5

1. What is store design and explain the objectives of store design
2. Explain the store layout and space planning
3. Explain the merchandise presentation techniques and atmospherics
4. Explain the CRM In Retailing

## Model Question paper 1 Services and Retail Marketing

#### SECTION-A

MARKS (5x4=20)

1. Classification of Services
2. Marketing Communication Mix
3. Gap model for service quality
4. Retailing Strategy
5. Store design and Store Layout

#### SECTION –B

MARKS (5x8=40)

Answer all questions. Each carries 8 marks

6. A) characteristics and importance of the services  
Or  
B) Services Marketing Mix
7. A) short notes on Positioning services and Process of Services Market Segmentation  
Or  
B) Explain the service Pricing Strategies
8. A) Explain creating service delivery system in price  
Or

- B) Role of Intermediaries in enhancing the value of services
9. A) Explain the types of retailing & functions of retailing  
Or  
B) Explain strategic retail planning process and factors to be considered for retail Planning
10. A) Explain the Objectives of good store design  
Or  
B) Explain the location strategies for Retail Formats

## Model Question paper 2 Services and Retail Marketing

SECTION-A  
(5x4=20)

MARKS

1. Marketing Services Vs. Physical Services
2. Process of market segmentation
3. Employees role in Services
4. Strategic retail planning process
5. E-tailing

SECTION –B

MARKS (5x8=40)

Answer all questions. Each carries 8 marks

6. A) Explain detailed classification of services  
Or  
B) Strategic response to the intangibility of service performance
7. A) Planning & Branding Service Products  
Or  
B) Setting communication objectives and marketing communication mix

8. A) Gap Model of service quality  
Or  
B) Explain the Employees Role in services
  
9. A) Explain the Target market and Retail Format Strategies  
Or  
B) Explain the approaches for setting a price and pricing adjustments.
  
10. A) Explain the Merchandise presentation techniques  
Or  
B) Explain the CRM in Retail Management