



**III Semester M.B.A. (Day and Eve.) Examination, May/June 2025
(CBCS) (2022 – 23 and Onwards)**

MANAGEMENT

Paper – 3.4.1 : Retailing Management and Services

Equivalent to 3.4.1 : Retailing Management and Services (Old Scheme)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five of the following. Each question carries five marks. (5x5=25)

1. What are the examples of service industries in the Indian context ?
2. Discuss the five dimensions of Service Quality.
3. Explain the role of social media in customer service.
4. What are the importance of physical evidence in service delivery ?
5. Explain the wheel of retailing theory.
6. What are the steps involved in the category management process ?
7. Differentiate between national brands and private labels.

SECTION – B

Answer any three of the following. (3x10=30)

8. Discuss the different types of service gaps with examples.
9. Discuss the components of service blueprints with an example.
10. Explain the decision-making process of a retail consumer.
11. Describe the tools and techniques of visual merchandising.



SECTION – C

12. Compulsory (Case study).

(1x15=15)

TechEase, a growing electronics retail chain, had been facing increasing complaints regarding delayed product deliveries and poor after-sales support. Customers were expressing their frustrations not just through traditional channels like email and phone but also venting openly on social media platforms – especially Twitter and Instagram. Initially, TechEase did not actively monitor or respond to these posts, leading to further dissatisfaction and negative publicity.

Realizing the growing impact of social media on brand reputation, the company set up a dedicated Social Media Customer Care Team. This team monitored mentions of TechEase in real-time and responded quickly to customer complaints, providing personalized assistance and resolving issues promptly. They also started using proactive engagement – sharing product care tips, updates and running Q & A sessions with their tech support experts.

Within three months, TechEase saw a 40% reduction in negative online mentions and a 25% increase in positive customer interactions. Customers began to praise the brand for its responsiveness and transparency. By using social media not only as a marketing tool but also as a real-time customer service channel, TechEase significantly improved both customer satisfaction and brand loyalty.

Questions :

- a) What challenges did TechEase face due to the lack of social media engagement in customer service ?
- b) How did the company turn social media into an effective customer service tool ?
- c) What benefits did TechEase gain by actively managing customer service through social media platforms ?