

QP CODE

Enrollment Number:

H2122

Name:

M.COM DEGREE EXAMINATIONS, MARCH 2026

Third Semester

M.Com

M21CM12DE – Service and Retail Marketing

(2024 July admissions)

Time: 3 Hours

Max Marks: 70

Section A

Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.

1. Name two elements of the 'Retail Mix'.
2. What do you mean by retail marketing environment?
3. Give one example of an economic impact of service industries.
4. Define a 'Retailer' in simple terms.
5. What does the term 'E-tailing' stand for?
6. Briefly explain what a positioning strategy aims to achieve.
7. Who is a franchisee? Give one example.
8. Who is a broker in service delivery?

(2X5=10)

Section B

Answer any six of the following questions in a paragraph each. Each question carries 5 marks.

9. Define Service and briefly explain two key characteristics.
10. How does customer feedback contribute to improving Service Delivery?
11. Define retailing and state its primary function in the supply chain.
12. Explain the components of retail mix.
13. State the criteria for effective segmentation in retail marketing.
14. Briefly explain two types of non-store retailing methods.
15. What is Service Positioning? Give one example of it for an airline service.
16. What are the key characteristics of the current retailing environment in India?
17. Define E-tailing and state two main advantages it offers to retailers.
18. Briefly explain the link between employee job satisfaction and service performance.

(5X6=30)

Section C

Answer any two of the following questions in four pages each. Each question carries 15 marks.

19. Define retail segmentation. Explain the four criteria for retail segmentation.
20. Discuss the key challenges marketing Services.
21. What is the Retail Mix? Discuss the key elements of the Retail Mix.
22. Analyse the economic impact of the Services Sector on the overall growth and development of a country.

(15X2=30)