

September 2014

Master of Business Administration (MBA) Examination
IV Semester

Service and Retail Marketing

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. Each question carries 15 marks. Section B is compulsory and it carries 20 marks.

Section A

1. Relate, with examples, internal, external and interactive marketing strategies
2. "In today's scenario contribution of service sector, for economic growth, is going to be significant." Do you agree? Justify with examples.
3. Discuss the importance of additional 3Ps in marketing mix for service marketing, with examples.
4. In what way application of Parsuraman Model is helpful in managing service quality? Explain with example.
5. In what way store design and layout are important in retail marketing? Also highlight the importance of logistics in retail marketing.
6. Explain the difference of application of service marketing between non-profit organisation as well as NGOs and other commercial services.
7. Write the importance of :
 - (a) CRM in Retailing.
 - (b) Strategic Marketing Planning for Retailing.

Section B

8. Analyse the case and answer the questions, given at the end :

Dr. ANJISHNU SEN GOES TO LONDON

A senior account officer at an international bank is about to meet a wealthy businessman, who seeks funding for a buyout of his company. The prospective client has already visited a competing bank.

It was a Friday in mid-February and Dr. Anjishnu Sen, a wealthy businessman from Chennai, was visiting London on a trip that combined business and pleasure. Dr. Sen who held a doctorate from the London School of Economics and had earlier been a professor of "International Trade" was the founder of JC Foods (JCF), a major organic food export company in India. Business brought him to London every two to three months. These trips provided him the opportunity to visit his daughter, Angana, the eldest of his four children, who lived in Mumbai. Several

of his grandchildren were attending colleges in Europe, and he was especially proud of his grand-son, Piyush, who was a student at the Academy of Performing Arts. In fact, he had scheduled this trip to coincide with a flute recital by Piyush at 8 p.m., on the same day of his visit.

The primary purpose of Sen's visit was to resolve a delicate matter regarding his company. He had decided to retire and had wished to make arrangements for the company's future. His son, Rangeet was involved in the business and ran JCF's trading office in Europe. However, Rangeet was more interested in golf and snookers and was not keen to take over the firm. Sen believed that, a group of loyal employees were interested in buying his company if the necessary credit could be arranged.

Before leaving Chennai, Sen had discussed the possibility of a buyout with his trusted financial adviser, Jeeya Chatterjee who recommended that he would better talk to several banks in London because of the potential complexity of the business deal.

"The London banks are quite well experienced in buyouts. Also, you need a bank that can handle the credit for the interested buyers in Singapore and London, as well as in Hong Kong. Once the buyout takes place, you'll have a significant cash to invest. This would be a good time to review your estate plans as well," advised Jeeya.

Referring Sen to two major competitors, The Trust Company and Global Private Bank, Jeeya added :

"I'd met an accounts officer by name Kim from Global who called on me several times. Here's Kim's business card. He did seem quite competent. Unfortunately, I don't know anyone at the Trust Company, but here's their address in London."

After checking into the Taj Hotel in London, two days back, Sen had telephoned Kim's office. As Kim was out, Sen spoke to the secretary, described himself briefly, and arranged to stop by Global's Lombard Street Office around mid-morning on Friday.

On Thursday, however, Dr. Sen had visited The Trust Company. The two people he met there were extremely pleasant and had spent some time in India. They seemed very knowledgeable about managing estates and gave him some good recommendations about handling his complex affairs. However, they were clearly less experienced in handling business credit, which was his most urgent need.

The next morning, Sen had breakfast with Angana. As they parted, she said, "I'll meet you at 5:30 p.m. in the lobby of the Taj, and we'll go early to the NPA auditorium to get front-row seats. Piyush will love that."

On his way to Global Private Bank, Sen stopped at Mappin & Webb's jewelry store to buy his daughter a present. His shopping was pleasant

and very leisurely; he purchased a beautiful necklace that he knew his daughter would like. When he emerged from the jewelry store, he was caught in an unexpected snow flurry. He had difficulty in finding a taxi and his arthritis started acting up, making his walking to the nearest tube station out of the question. At last he caught a taxi and arrived at the Lombard Street location of Global Bank about, noon. After going into the street-level branch of Global Retail Bank, he was redirected by a security guard to the Private Bank's office on the second floor.

He arrived at the Private Bank's nicely appointed reception area at 12:15 p.m. The receptionist initially greeted him and then contacted Miguel Kim's secretary, who came out promptly to see Dr. Sen and spoke thus,

"Mr. Kim was disappointed that he couldn't here to welcome you, Dr. Sen, as he had a lunch appointment with one of his clients that was scheduled over a month ago. He expects to return at about 1:30 p.m. In the meantime, he has asked another senior private banking officer, Sophia Costa, to assist you."

Sophia Costa, 41, was a vice president of the bank and had worked for Global Bank for about 14 years (two years longer than Miguel Kim). She had visited India on several occasions, but she had neither met Dr. Sen's financial adviser nor any other member of the family, at any time. An experienced relationship manager, Costa was knowledgeable about offshore investment management and fiduciary services. Miguel Kim had looked into her office at 11:45 a.m. and asked her if she would cover for him in case a prospective client, a Dr. Sen, whom he had expected to see earlier, should happen to arrive. He briefed Costa that Sen was a successful Indian businessman who was planning for his retirement; but unluckily, he had never met the prospect personally, and saying thus, he rushed off to lunch.

The phone rang in Costa's office and she reached across the desk to pick it up. It was Kim's secretary, who said "Dr. Sen is in reception, Ms. Costa."

Question :

1. Prepare a flowchart of Dr. Sen's services encounters.
2. As Sophia Costa, what action would you take in your first five minutes with Dr. Sen ?
3. What would constitute a good outcome of the meeting for both the client and the bank ? How should Costa try to bring about such an outcome ?

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