

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Third Semester MBA Degree Examinations, May/June 2023

ADVANCED RETAIL MANAGEMENT

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Elaborate search versus experience versus credence qualities of Services with examples	03	(3 :1: 1)
	b. Articulate the five key dimensions of service quality.	07	(2 :1: 1)
	c. Schematically discuss the various factors that influence customer perception of service. Explain the relative importance?	10	(4 :2: 2)
2.	a. Define zone of tolerance.	03	(1 :1: 1)
	b. Cite the different types of service research.	07	(2 :1: 1)
	c. Customer retention is beneficial for the organization. Comment on this statement.	10	(3 :2: 2)
3.	a. Enumerate hard and soft standards.	03	(1 :2: 2)
	b. Explain the Challenges and risks in yield management.	07	(2 :2: 2)
	c. Discuss the strategies for shifting demand to match capacity.	10	(3 :2: 2)
4.	a. Comprehensively express the definition and concept of boundary spanners.	03	(2 :3: 3)
	b. Discuss in brief the key intermediaries and their roles for service delivery.	07	(4 :4: 4)
	c. Schematically explain the human resource strategies for closing GAP 3.	10	(4 :3: 3)
5.	a. Summarize the non-monetary costs.	03	(4 :4: 4)
	b. In your own words propose the concept indicating the roles of Services capes.	07	(4 :4: 4)
	c. Elaborate the key reasons for GAP 4 involving communication.	10	(4 :5: 5)
6.	a. Enumerate service recovery? Cite an example.	03	(1 :4: 4)
	b. Determine the process of setting customer defined service standards.	07	(4 :3: 3)
	c. Articulate the GAPs model of service quality with the help of diagram.	10	(4 :2: 2)
7.	a. Dissect the impact of Service quality on Profits.	03	(2 :3: 3)
	b. Determine the types of components of Physical evidence.	07	(2 :4: 4)
	c. Discuss in brief the customer roles for service delivery.	10	(3 :4: 4)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)

Case study

8.

Sunriver resort is situated on 3,300 acres of wooded, high desert terrain. According to its website, Sunriver Resorts success depends upon providing the very finest service and accommodations to its guests. Accommodations at the resort include 211 rooms and suites and over 225 private condominiums and home for guest rental. Approximately 1600 people live year-round in condominiums or houses and other 2.00.000 people visit the resort to ski.

Like other resorts, it has two distinct peak seasons during which it must manage supply and demand. In this summer, golfers roam around and in the winter skiers flock to the resort to ski.

One of the typical ways it matches its demand and supply with demand is with differential pricing. Visitors pay three rates, depending upon the dates of their visit. The pricing tiers are referred to as the low, value and peak season rates. Visitors not staying at the lodge can also use its facilities, but at a higher cost.

Another typical method used by it is a stringent reservations system. Guests must deposit an advance equal to two nights stay within 14 days of booking their reservations. They also must give 21 days' cancellation notice in order to get their deposits back. If the resort is over booked, guests reserving rooms and suites may be given up grades into private condominiums or homes.

Sunriver has also developed ways to stimulate demand to low –usage times. When bookings are needed, the resort advertises ski and golf packages on the radio and in newspapers. Besides this resort rents and sells bicycles, provides hay rides, pony and trail rides. Daily activities for kids aged 3 to 10 are also provided.

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| <p>a. Employees are cross trained to perform other activities would Sunriver improve productivity by cross training its employees, many of whom are seasonal and part time.</p> | <p>10</p> | <p>(5 :5: 5)</p> |
| <p>b. Discuss the current methods Sunriver is using to manage supply. Do you have any suggestions for Sunriver to manage supply more effectively?</p> | <p>10</p> | <p>(5 :5: 5)</p> |

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