



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 11345453

Roll No. 24154000563
Total Mark 50/75.00

Exam M.Com-III_ODD_EXAM_NOV_2025
Subject C010904T - Marketing of Services and Retail Management

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A	3/5				
1B	3/5				
1C	3/5				
1D	3/5				
1E	3/5				
1F	4/5				
1G	4/5				
1H	3/5				
1I	3/5				
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9	10/15				

**Chhatrapati Shahu Ji Maharaj University
Kanpur, Uttar Pradesh**

Date of Exam: 17/11/25 Shift: II Room No. IT-2
 Paper Code: C010904T Marketing of Services and Retail Management Year Sem: ✓ 3
 Name of Candidate: UMRA IQBAL
 Roll No.: 24154000563


Signature of Candidate: *Umra*
 Signature of Investigator: *[Signature]*
 COE Facsimile: *[Signature]*

PART-II

MARKS OBTAINED										
Q.	1	2	3	4	5	6	7	8	9	10
(a)										
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Total Marks in Figures						Max. Marks				
Total Marks in Words										


 C010904T
 Paper Code
 Signature of Evaluator

Course: Mcom
 Session: 2025-26 Year/Semester: ✓ 3
 Subject: Marketing of Services & Retail Management
 Paper Code: C010904T
 Exam Date: 17/11/2025
 Name of Candidate: UMRA IQBAL
 Father's Name: SYED IQBAL HASOOD

संस्थान का कोड College Code: KN01
 परीक्षा केंद्र का कोड Exam Centre Code: KN01
 परीक्षा का प्रकार Type of Exam: Regular Ex-Student
 अंशों का प्रकार: Private Back paper Exam
 ANSWER BOOKLET NO. 11345453
 Paper Code: C010904T


प्रवेश संख्या Enrollment Number: CSJMA24000127898
 परीक्षार्थी अनुक्रमांक संख्या Candidate's Roll Number: 24154000563
 पेपर कोड Paper Code: C010904T

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9	9	9	9	9	9	9	9	9	9	9


 Signature of Candidate: *Umra*
 Signature of Investigator: *[Signature]*
 CS Facsimile: *[Signature]*
 COE Facsimile: *[Signature]*

शेड : 1. परीक्षार्थी को निर्दिष्ट किया जाता है कि आवेदन करने से पूर्व यह पर-अंकित सभी निर्देशों को सावधानीपूर्वक पढ़ें।
 2. संकेत में सभी जाने वाली प्रक्रियाओं वाली तस्वीर से मुक्त की जाएगी। 3. पोलों को काले या नीले सॉलरन से भरना है।

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-III

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below blacken the circles completely.



4. Make no Stray marks on this sheet.
5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOID UFM (UNFAIR MEANS):

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/ electronic watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be considered as UFM.

अनुचित साधन से बचने हेतु:

1. उत्तर पुस्तिका के निर्देशित स्थान को छोड़कर अनुक्रमांक एवं उत्तरपुस्तिका का क्रमांक कहीं और न लिखें तथा कोई भी किन्हीं न बनावे क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बारकोड अथवा उत्तर पुस्तिका संख्या पर छेड़ करने पर अनुचित साधन प्रयोग माना जायेगा।
3. परीक्षा कक्ष में किन्हीं वस्तुओं का साथ न लाने, जैसे लिखे हुए कागज के टुकड़े, नोटबुक, डिजिटल डायरी, कोपी, पुरतक यह सभी वस्तुएं जो अनुचित साधन के अन्तर्गत आती हैं। केवल संबंधित प्रश्नपत्र में ही मेमोरी लैस साइटफिक कैल्कुलेटर ले जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में लम्बे न रूबे न ही उत्तर पुस्तिका में विपरीत। ऐसा करना अनुचित साधन प्रयोग की परिधि में आता है।

परीक्षार्थी के लिए निर्देश

1. प्रवेश पत्र एवं उत्तर पुस्तिका पर दिये गये निर्देशों को ध्यान से पढ़ें।
2. कवर पृष्ठ के दूसरी तरफ कुछ न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दोनों तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमांक के अतिरिक्त कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र कोड सावधानी पूर्वक लिखें।
6. अपनी स्थिति स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में (1-24) से कम है या कटे हुए है, तो परीक्षा शुरू होने के पूर्व दूसरी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्नों में कोई त्रुटि है तो उसके परीक्षा शुरू होने के 30 मिनट के अन्दर निरीक्षक को तत्काल सूचित करें, उसके बाद विश्वविद्यालय द्वारा कार्यवाही नहीं की जायेगी।
9. प्रश्नों के उत्तर लिखने के लिये पेंसिल का प्रयोग न करें।
10. B कोपी या अतिरिक्त ग्राफ नहीं दिया जायेगा।

INSTRUCTIONS TO THE CANDIDATE

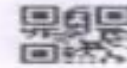
1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-32) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy of Subject Code, Subject Name and Question of the Question Paper during first THIRTY MINUTES of the commencement of the exam, so that it can be corrected in TIME. After that corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over paper should fill in status as Carry Over. Those appearing as Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-I

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

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Note - If your Roll No. is of 10 digits. Please leave first three columns blank.



Section - A

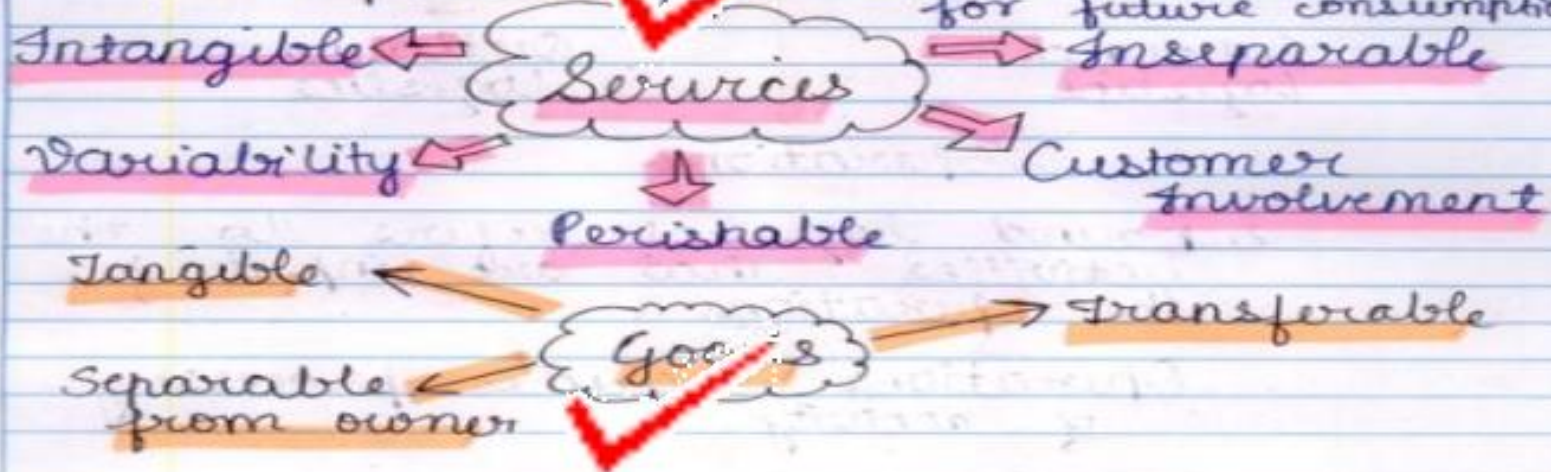
Answer - 1 (a)

Service means the act which is done to give utility.
Services - A specialized field in marketing that deals with services.

Services are intangible that provides customer satisfaction. Services is an important field of marketing that promotes deliver and giving customer satisfaction through services.

whereas

goods are tangible products that are separable from its owner can be stored for future consumption.

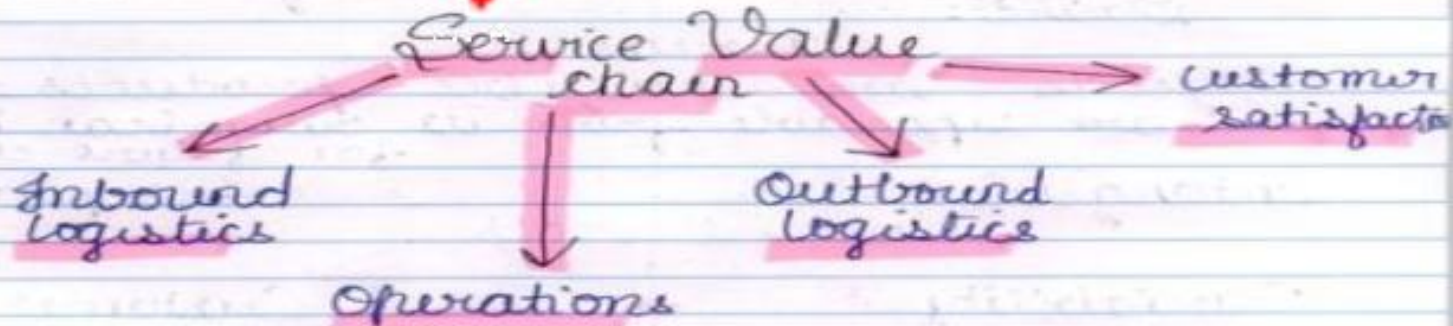




These were the characteristics of services that differentiate them from goods.

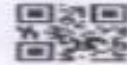
Answer - 1(b)

Service value chain refers to the activities that company perform to design, produce, market, deliver and support its services.



Inbound logistics refers to the activities that are input for the operation.

Operations includes processing of activity.



Outbound logistics refer as the outcome.

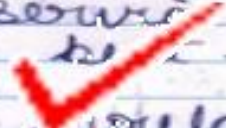
Answer - 1 (c)

Customer behaviour refers to the behaviour of individual, group, organisation about how they buy, use and dispose product & services for their satisfaction.

Customer behaviour influence service encounters in many ways which includes —

If customer will behave as per the code of conduct so ~~any~~ service provider will also try to give maximum utility to consumer.

Customer should not make false narrative or perspective because it leads ~~demotivation~~ demotivation to service provider for showing their ~~to~~.

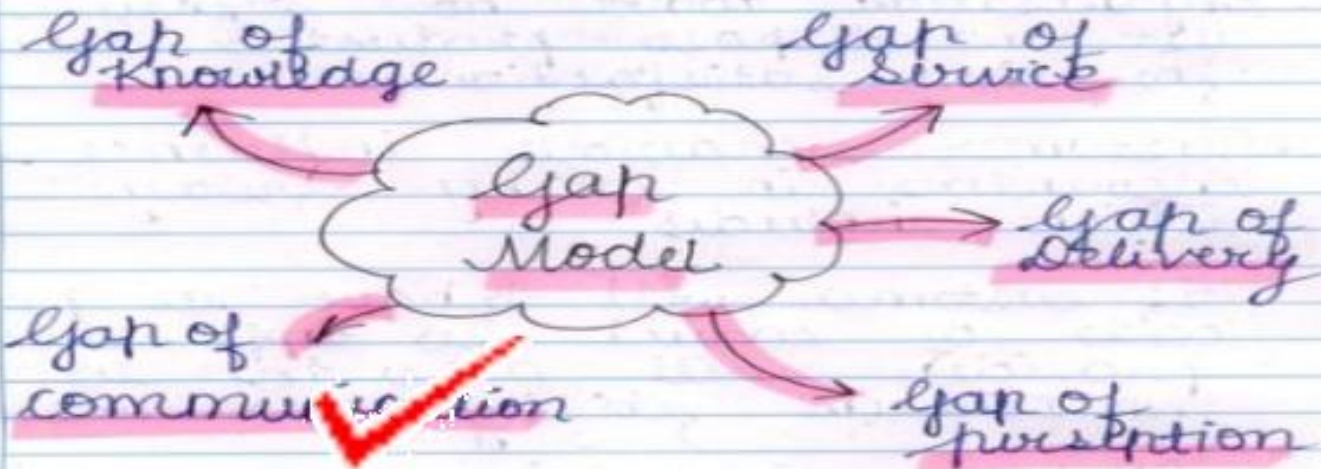
Both  would be in proper code of conduct for the optimum utility.



Answer - I (d)

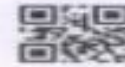
Gap Model of Service Quality is introduced by —

Parasuraman, Zeithaml and Berry in 1985



Gap of ~~the~~ knowledge — Refers to gap of understanding from management side and customers.

Gap of service — Refers to the gap between what was expected and what was served.



Gap of Delivery - Refers to the gap between actually service and was delivered.

Gap of perception - Refers to the gap of what customer perceives and what was the actual standard.

Gap of communication - Refers to the gap between what was communicated and what actually delivered.

Answer - 1 (e)

Basis of Difference	Services	Goods
Tangibility	The field of the marketing that deals with intangible product.	The field of the marketing that deals with tangible product.
Separability	Services can be separated from service provider.	Goods can be separate from its owner.

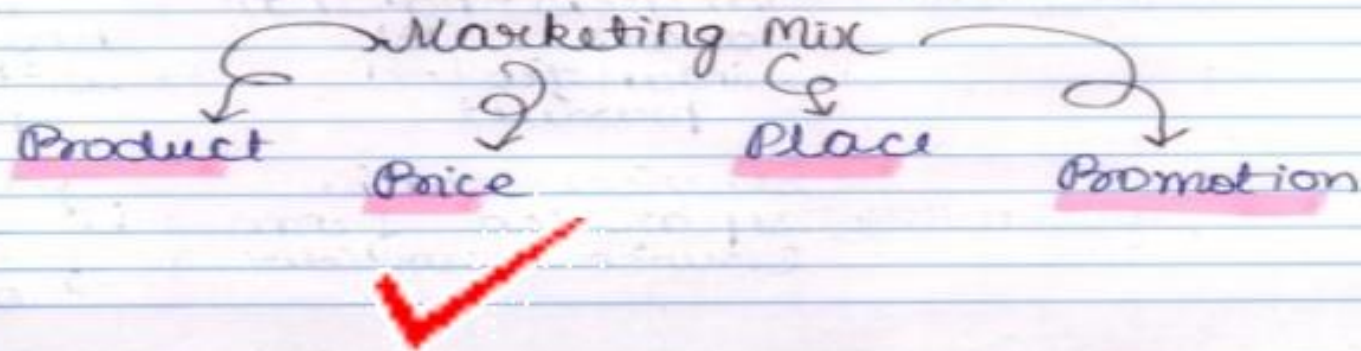


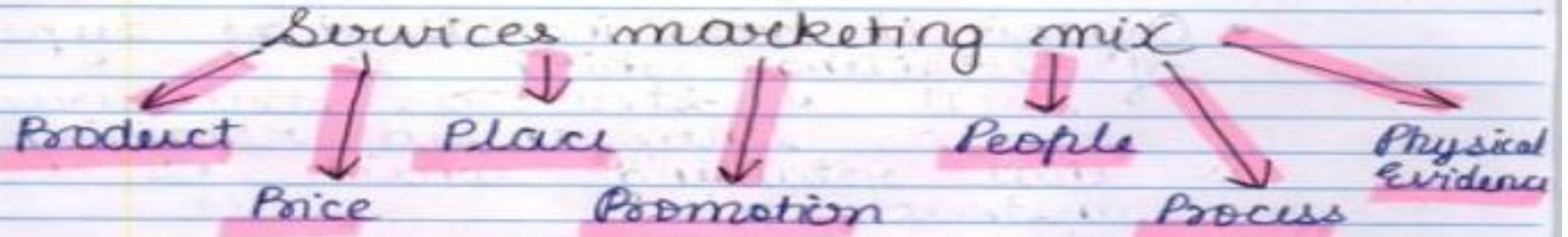
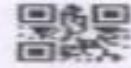


Customer Involvement	Customer involvement is there while taking the service.	Customer involvement is not that much necessary while transferring the goods.
Examples	A teacher is teaching a student.	Purchasing of car.
Physical existence	No physical existence is there only I can feel and enjoy.	Physical existence is there.

Do Not Write anything in this Portion

Answer-1 (f)



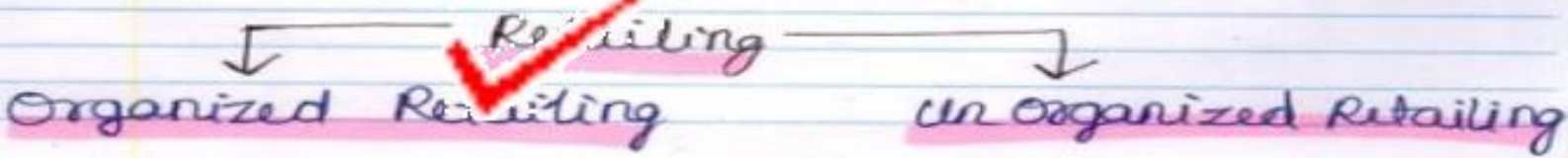


'People' play an important role as the fifth 'P' in the services marketing mix.

People includes all those persons who were involved while transferring or giving services which includes service provider and service receiver. They play crucial role in service marketing mix.


Answer-1(g)

Retailing refers to the transfer of goods and services for the final consumption.

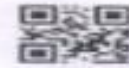




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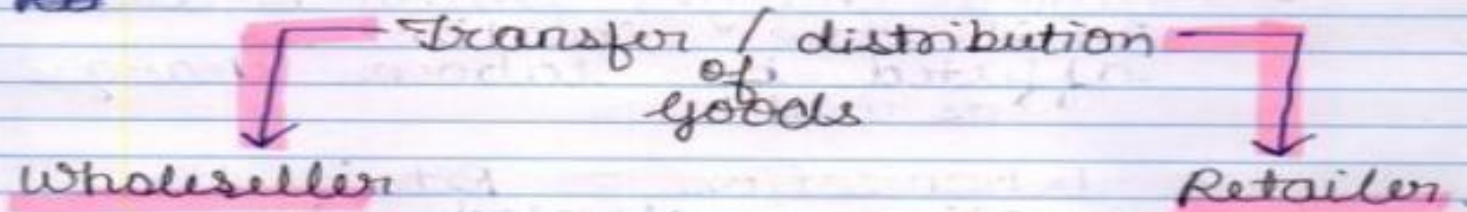
- Organized retailing is that type of retailing which is well ~~structured~~ structured, whereas unorganised retailing is that retailing which is unstructured.
- Organized retailing focuses on brand image and expansion whereas unorganised retailing don't care  about branding.
- Example of organized retailing includes departmental store, hypermarket, Super market etc whereas example of unorganized retailing includes Indian Kirana shop.

There is a major difference between organized and unorganized retailing in India.



Answer-1 (h)

RET



Retail refers to the transfer of goods and services by the end consumer.

Retail stores are those stores where the distribution occurs.

Several factors are there which affect the selection of a retail store location.

→ Customer Centricity — Retail store should be near to customer or target audience.

→ Proximity to the market — Retail store should be near to the market.

→ Technological advancement — Retail



Do Not Write anything in this Portion

Store location is affected by technological advancement.

→ Labour charges should be low - Retail store location is affected by labour charges as well.

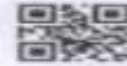
→ Urbanisation - Retail store location is affected by urbanisation of that area.

Answer - 1(I)

RFM analysis referred as
R - Reputation
F - Frequency
M - Monetary

RFM analysis is a part of market segmentation. It is useful to identify best customers.

R is used to measure the purchase ~~not~~ nature of the consumer that they are repeating their purchase how many times.



F is defined as at how many intervals are there in the purchase.

M is defined as the monetary value they have used to ~~measure~~ the purchase.

Section - B

Answer-2

Service marketing is a specialized field of marketing that deals with transfer of services which are ~~intangible~~ intangible and provide value to the customer. It refers to the process of identifying, ~~delivering~~ and understanding and meeting needs of the customer.

It involves the important marketing features which are promoting, delivering, measuring value.

Service marketing is an important field of marketing.



Characteristics of Service Marketing →

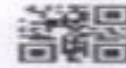
- i) Intangible ~ Services are intangible in nature. Service marketing deals with intangible goods.
- ii) Perishable ~ Service marketing deals with perishable goods.
- iii) Variability ~ Service marketing deals with variability.
- iv) Customer involvement ~ Customer involvement is very important in service marketing.

Scope of Service Marketing -

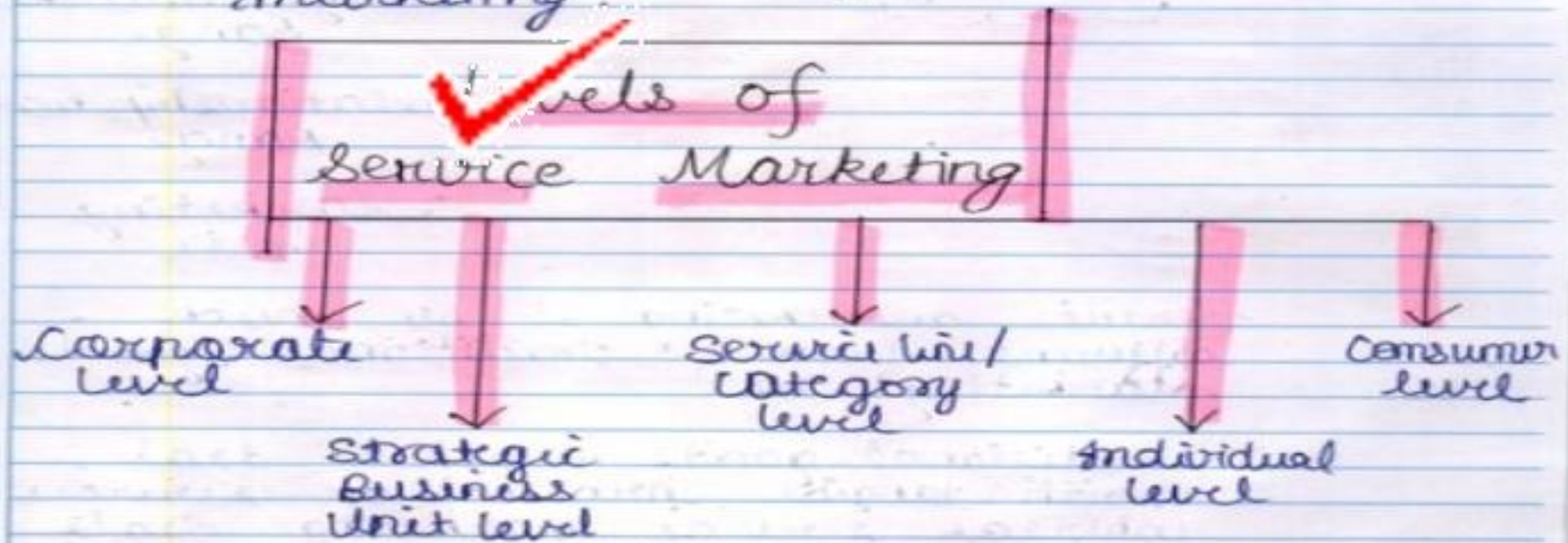
Scope of service marketing is very broad which includes

→ Service Strategy ~ Service marketing deals with service strategy.

Do Not Write anything in this Portion



- Product Design and Development - Service ~~str~~ marketing develops and design product.
- Customer Relationship Management - Service marketing establishes Relationship with customers.
- Customer Satisfaction - Customer satisfaction is very important in service marketing.
- Market Research and Segmentation - It is important for service marketing.





→ Traditional goods market deals with those products which can be used for future consumption and stored for the time being whereas service marketing deals with the perishable goods & services.

Section - C

Answer - 9

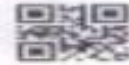
Internal Marketing is that type of marketing which is done internally among employees.

Internal marketing objective is to boost the company's vision, motto and objective.

Internal marketing put high focus on employee contribution which is very important for the service organisation.

Internal marketing involves —

→ Boosting employee's morale towards organisation's vision and objective.



Do Not Write anything in this Portion

- It boosts the employee contribution and employee engagement.
- It enhances the employee's training and development so that they can provide good services.
- Internal marketing and employee contribution & both are very crucial for company's success in service organisation.
- Proper alignment of internal marketing and employee involvement can only lead towards service organisation growth.

For instance,

There is a employee in a company named A, which deals with outsourcing and services. Employee A is a new hired person. If internal marketing



take place with the help of that he'll understand the importance of employee contribution to ~~the~~ the success of a service organisation.

But without internal marketing he'll not understand the importance and not able to involve himself towards full engagement while transforming or delivering service

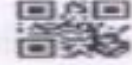
Success of
Service organisation

Internal marketing + employee engagement



Paper Code

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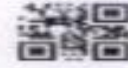
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X

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07



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20

X

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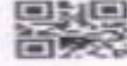
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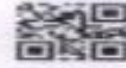
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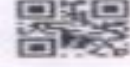
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