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MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY – 2022
SECOND SEMESTER
Sub: CRM & Retailing (MCM - 211)

Date: 19/05/2022

Total marks: 100

Time: 2.00 pm to 5.00 pm

Instruction: All questions are compulsory.

Q. 1 Answer the following questions. (Attempt any three) (30)

1. Digital Marketing has changed the scenario of today's business. Explain.
2. Explain the various factors to be considered while selecting a site.
3. Define CRM. Explain its significance and problems.
4. Explain the 8 components of CRM.
5. Explain the problem and importance of CRM.

Q. 2 Answer the following questions. (Attempt any three) (30)

1. Explain location based retail strategies.
2. Explain the buyer-seller relationship.
3. E-marketing plays an important role, explain.
4. Write the importance of supply chain management.
5. Explain the elements of Interior Atmosphere.

Q. 3 Write short notes. (Attempt any four) (20)

1. Direct Marketing
2. Online Retailing
3. Departmental stores
4. Reverse logistics
5. Automatic Vending Machine
6. Bar coding

Q. 4A Answer in one Sentence (Any 5) (10)

1. What is CRM?
2. What are Kiranas?
3. What are the dynamics of market changing due to?
4. What is Pull Digital Marketing?
5. Define Retailing.
6. What is the full form of AMUL?
7. What is the meaning of Relationship marketing?

Q. 4B Select the correct Alternatives (Attempt any Ten) (10)

1. Online marketing is also known as _____.
a. Retailing
b. E-commerce
c. Digital
d. Rural
2. _____ retailers have nearly 90% presence in more than 10 markets.
a. Luxury
b. Grocery
c. Clothing
d. Footwear
3. The traditional retail formats are _____.
a. Kiranas
b. Government owned bodies
c. Mass Discounters
d. A & B

4. _____ emerged as a popular mode of retailing.
 - a. Economic liberalization
 - b. Franchising
 - c. Competition
 - d. None of these
5. The relationship in which true integral partnering takes place is called _____ relationship.
 - a. Barometric
 - b. Adversarial
 - c. Complementary
 - D. None of these
6. A ____ is someone who actively recommends you to others, who does marketing for you.
 - a. Advocate
 - b. Supporter
 - c. Supporter
 - d. Partner
7. FRM
 - a. floor ready merchandise
 - b. floor reducing merchandise
 - c. flower ready merchandise
 - d. none of these
8. Retailing is derived from -----word.
 - a. Latin
 - b. English
 - c. Greek
 - d. Russian
9. ----- marketing provides integration of people.
 - a. face to face
 - b. internet
 - c. online
 - d. none of these
10. MIS means -----,
 - a. management information system
 - b. management informing system
 - c. management intake system
 - d. none of these
11. Technology has been the single most important ----- agent.
 - a. change
 - b. process
 - c. dynamic
 - d. basic
12. A barcode is also known as a-----,
 - a. UPC code
 - b SSC code
 - c. MPC code
 - d.RBC code
