

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY 2022
SECOND SEMESTER

Sub: Customer Relationship Management and Retailing (CRM & Retailing)
(MCM - 211)

Date: 19 /05/2022

Total Marks :60

Time: 2.00pm to 4.30pm

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

1. Elaborate the importance of buyer seller relationship.
2. What is CRM? Explain its problem and importance
3. Discuss the role of IT in CRM.
4. What is CRM? Explain the advantages and disadvantages of CRM.

Q.2 Answer the following.(Attempt any one) (08)

1. Write the importance of supply chain management
2. Explain the key component of marketing.
3. Explain the importance of fixed shop.

Q.3 Write short notes. (Attempt any two) (10)

1. E-Commerce
2. Selection of a specific site
3. Departmental store
4. Digital marketing

Q.4 Select the Correct Alternatives (Attempt Any Ten) (10)

1. Marketing practices can be traced back as far as-----.
 - a) 8000 BC
 - b) 7000 BC
 - c) 6000 BC
 - d) 5000 BC
2. Online marketing is also known as _____.
 - a. Retailing
 - b.E-commerce
 - c. Digital
 - d.Rural
3. CRM is not a ----- programme
 - a. computer
 - b. digital
 - c. learning
 - d. selling
4. Relationship is to build -----
 - a. customers
 - b. link
 - c. trust
 - d. longevity

5. Technology has been the single most important --- agent
 - a. change
 - b. process
 - c. dynamic
 - d. basic
6. CRM helps to increase profitability to
 - a. retailers
 - b. customers
 - c. wholesalers
 - d. agent
7. CRM relates to building-----,
 - a) Brand
 - b) Loyalty
 - c) Customer
 - d) Philosophy
8. CRM is the entire process of _____ with a customer.
 - a. Pre-sales
 - b. Sales
 - c. Relationship with customer
 - d. All of these
9. A _____ is someone whom you believe may be persuaded to do business with you.
 - a. Partner
 - b. Client
 - c. Prospect
 - d. Purchaser
10. _____ is the final step in the loyalty ladder.
 - a. Client
 - b. Partner
 - c. Prospect
 - d. Purchaser
11. The relationship where buyers squeeze suppliers for the very last bit of discount is called _____ relationship.
 - a. Barometric
 - b. Adversarial
 - c. Complementary
 - d. None of these
12. The word retailing is derived from----- language.
 - a) Latin
 - b) Indian
 - c) French
 - d) German
