

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

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

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**Date: 08/06/2022**

**Total marks: 100**

**Time: 10.00 am to 1.00 pm**

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**Instruction: All questions are compulsory.**

**Q.1 Answer the following questions in 300 Words (Attempt any three) (30)**

1. What is CRM? Explain the advantages and disadvantages of CRM.
2. Explain the objectives of store design
3. How is supply chain management connected with retailing?
4. Explain the role and function of store administration manager.
5. Explain the role of IT in CRM

**Q.2 Answer the following questions in 150 Words (Attempt any three) (30)**

1. Explain the importance of Managing Reverse Logistics.
2. Explain the elements of Interior Atmosphere.
3. Explain the importance of retailing.
4. Explain location based retail strategies.
5. Explain the importance of Relationship Management.

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

1. Customer in digital world
2. Discount store
3. Selection of a specific site
4. Modern Retail Formats
5. Direct Marketing
6. On-line shopping

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

1. State the definition of CRM.
2. List down the different stages in marketing.
3. What is the meaning of Inventory Management?
4. Which country has the highest percentage of world's top retailing?
5. What is the full form of AVM?
6. What is the full form of WWW?
7. What is Supply chain Management?

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

**(10)**

1. Full form of EPA is -----.
    - a. Environmental Protection Agency
    - b. Environmental Protection Address
    - c. Environmental Protection Act
    - d. Environment Process Act
  2. ----- retailers have nearly 90% presence in more than 10 markets.
    - a. Luxury
    - b. Grocery
    - c. Clothing
    - d. Footwear
  3. FDI relates to -----.
    - a. Foreign Direct Investment
    - b. Foreign Direct Institutions
    - c. Foreign Dealing Investment
    - d. Fair Direct Investors
  4. Retailing means to break the -----.
    - a. Holding
    - b. Bulk
    - c. Stock
    - d.Box
  5. CRM means taking great care of customers through----- .
    - a. IT
    - b. Feedback
    - c. Internet
    - d. Surveys
  6. 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
  7. CRM means taking great care of customers through----- .
    - a. IT
    - b. Feedback
    - c. Internet
    - d. Surveys
  8. 12. Inventory management means -----.
    - a. Stock
    - b. Inspection
    - c. Warehouse
    - d. None of these
  9. CRM builds ----- and connect with the customers.
    - a. Emotions
    - b. Trust
    - c. Care
    - d. Bond
  10. ----- is the final step in the loyalty ladder.
    - a. Client
    - b. Partner
    - c. Prospect
    - d. Purchaser
  11. Marketing practices can be traced back as far as ----- BC.
    - a. 7000
    - b. 5000
    - c. 6000
    - d. 1000
  12. A \_\_\_\_\_ is someone whom you believe may be persuaded to do business with you.
    - a. Partner
    - b. Client
    - c. Prospect
    - d. Purchaser
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