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MASTER OF COMMERCE (M.COM)
EXAMINATION : JUNE 2022
SECOND SEMESTER

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

Date: 08/06/2022

Total Marks :60

Time: 10.00 am to 12.30 pm

Instructions:

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

Q.1 Answer the following questions in 300 Words. (Attempt any two) (32)

1. Digital Marketing has changed the scenario of today's business. Explain.
2. Explain the different types of store layouts.
3. Explain the role and function of store administration manager.
4. What is CRM ? Explain the advantages and disadvantages of CRM.

Q.2 Answer the following in 150 Words. (Attempt any one) (08)

1. Importance of Fixed Shop Retailers
2. Explain location based retail strategies.
3. Explain the elements of Interior Atmosphere.

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

1. E-Commerce
2. Modern Retail Formats
3. Discount store
4. Websites

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

1. Full form of WWW is -----.
 - a. World Wide Web
 - b. Worldwide Windows
 - c. World Wide World
 - d. World Wide Work
2. Retailing is the ----- stage in marketing.
 - a. First
 - b. Fifth
 - c. Second
 - D .Third
3. ----- has the highest % of world top retailing.
 - a. UK
 - b Germany
 - c. USA
 - d. India

4. Online marketing is also known as -----.

a. Retailing	b. commerce
c. Digital	d. Rural

5. ----- emerged as a popular mode of retailing.

a. Economic liberalization	b. Franchising
c. Competition	d. None of these

6. The final disruption in retailing came in the form of -----.

a. Departmental stores	b. Online retailing
c. Discount stores	d. Catalogue retailing

7. McDonald uses bright lights in the store to keep the customers in ----- spirits.

a. High	b. Fresh
c. Low	d. Glowing

8. Retailing means to break the -----.

a. Holding	b. Bulk
c. Stock	d. Box

9. The traditional retail formats are -----.

a. Kiranas	b. Government owned bodies
c. Mass Discounters	d. A & B

10. Inventory management means -----.

a. Stock	b. Inspection
c. Warehouse	d. None of these

11. Full form of AVM is -----.

a. Automatic Vending Machine	b. Automatic Vending Modes
c. All Vending Machines	d. Arranging Vending Methods

12. CRM means taking great care of customers through ----- .

a. IT	b. Feedback
c. Internet	d. Surveys
