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

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

Date: 16/12/2022

Total Marks :60

Time: 10.00am to 12.30pm

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. Explain the different types of store layouts.
2. What is CRM? Explain its problem and importance
3. Explain the role of Information Technology in CRM.
4. Explain the importance of retailing in India and the world

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

1. What do you mean by Relationship Marketing? Explain the relationship marketing ladder of loyalty.
2. Write the importance of supply chain management
3. Explain the importance of fixed shop

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

1. Automatic Vending Machine
2. Pull and Push digital marketing
3. Digital marketing
4. Departmental store

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

1. Marketing practices can be traced back as far as _____ BC.

a) 8000	b) 6000
c) 7000	d) 5000
2. ----- is a tool to build marketing relationships

a) Internet	b) IT
c) Websites	d) Computers
3. Full form of AVM

a) Automatic vending machine	b) Automatic vending modes
c) All vending machines	d) Arranging vending methods
4. Retailing is the last stage in the process of _____.

a) Production	b) Distribution
c) Storage	d) Supply Chain

5. CRM helps to increase profitability to
 - a) retailers
 - b) customers
 - c) wholesalers
 - d) agent

6. Store design has a entrance at the -----
 - a) Last
 - b) Corner
 - c) Beginning
 - d) End

7. McDonald uses bright lights in the store to keep the customers in _____ spirits.
 - a) High
 - b) Fresh
 - c) Low
 - d) Glowing

8. A barcode is also known as a-----
 - a) UPC code
 - b) SSC code
 - c) MPC code
 - d) RBC code

9. Online marketing is also known as _____.
 - a) Retailing
 - b) E-commerce
 - c) Digital
 - d) Rural

10. ----- effects the color of store design
 - a) Lightning
 - b) Color
 - c) Lighting
 - d) Weather

11. Retailing is the second step after-----
 - a) Package
 - b) Sale
 - c) Wholesale
 - d) Display

12. CRM means taking care of customers through
 - a) Computers
 - b) IT
 - c) Internet
 - d) Websites
