## TILAK MAHARASHTRA VIDYAPEETH, PUNE

## MASTER OF COMMERCE (M.COM.)

## **EXAMINATION: DECEMBER-2022**

## **SECOND SEMESTER**

Sub: CRM & Retailing (MCM - 211)

Date: 16/12/2022		Total marks: 100	Time: 10.00 am to 1.00 pm	
Instruction: All questions are compulsory.				
Q. 1	Answer the following	(30)		
1.	Explain the different types of store layouts.			
2.	Explain the role of IT in CRM.			
3.	Explain the role of CRM in Retailing.			
4.	Why is retailing business important in Indian economy?			
5.	Store design and displ	lay plays an important role in marketin	g. Explain	
Q. 2	Answer the following questions. (Attempt any three)			
1.	Explain the relationship marketing ladder of loyalty.			
2.	State the importance of supply chain management.			
3.	Explain the importance of fixed shop.			
4.	Why are retail locations important for success in retailing?			
5.	Explain the buyer-sell	ler relationship.		
Q. 3	Write short notes. (Attempt any four)		(20)	
1.	Automatic Vending Machine			
2.	Modern Retail formats			
3.	Bar code			
4.	Selection of site			
5.	Departmental Store			
6.	Digital Marketing			
Q. 4A	Answer in one Sentence (Any 5)			
1.	What do you mean by relationship marketing?			
2.	What is meant by Retailing?			
3.	What is Digital marketing?			
4.	What is E-tailing?			
5.	What is a store layout?			
6.	What is SCM?			
7.	What is Merchandisin	g?		
Q. 4B	Select the correct Al	the correct Alternatives (Attempt any Ten)		
1.	is the last s	tep of distribution.		
	a. whole sailing	b. purchasing	5	
	c. Selling	d. Retailing		
2.	Relationship is to buil			
	a. Customers	b. Link		
	c. Trust	d. Longevity		
3.	Example of social net	_		
	a. e-mail	b. Google		
	c. Face book	d. none of the	ese	

a. Light	b. Decor		
c. Flash	d. None of these		
Retailing means to break the			
a. Bulk	b. share		
c. shelf	D. None of these		
CRM is not a programme.			
a. computer	b. effective		
c. Digital	d. Design		
Retailing is the last stage in the process of			
a. Production	b. Distribution		
c. Storage	d. Supply Chain		
The full form of AMUL is			
a. Aniket Milk Union Limited	b. Amit Milk Union Limited		
c. Anand Milk Union Limited	d. Anna Milk Union Limited		
9. McDonald uses bright lights in the store to keep the customers in			
a. High	b. Fresh		
c. Low	d. Glowing		
Marketing practices can be traced back as far asBC.			
a. 8000	b. 6000		
c. 7000	d. 5000		
Supply chain management involves			
a. Procuring the right inputs	b. Efficiently converting inputs in		
	finished production		
c. Dispatching the finished products to final	d. All of these		
destination			
A is someone whom you believe may be persuaded to do business with			
you.			
a. Partner	b Client		
c. Prospect	d. Purchaser		
	c. Flash Retailing means to break the a. Bulk c. shelf CRM is not a programme. a. computer c. Digital Retailing is the last stage in the process of a. Production c. Storage The full form of AMUL is a. Aniket Milk Union Limited c. Anand Milk Union Limited McDonald uses bright lights in the store to ke a. High c. Low Marketing practices can be traced back as far a. 8000 c. 7000 Supply chain management involves a. Procuring the right inputs  c. Dispatching the finished products to final destination A is someone whom you believe you. a. Partner		

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