

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM.)**  
**EXAMINATION : MAY– 2023**  
**SECOND SEMESTER**  
**Sub: CRM & Retailing (MCM - 211)**

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**Date: 24/05/2023**

**Total marks: 100**

**Time: 10.00 am to 1.00 pm**

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**Instruction: All questions are compulsory.**

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

1. Explain the different types of store layouts.
2. Why is retailing business important in Indian economy?
3. Explain the role of IT in CRM.
4. Explain the various factors to be considered while selecting a site.
5. What is meant by Retailing? Explain the role of CRM in Retailing.

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

1. Explain location based retail strategies.
2. Explain the importance of retailing.
3. Explain the elements of Interior Atmosphere.
4. What do you mean by Relationship Marketing? Explain the relationship marketing ladder of loyalty.
5. Describe the importance of Supply Chain Management.

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

1. Modern Retail Formats
2. Automatic Vending Machine
3. Selection of a specific site
4. E-Commerce
5. Direct Marketing
6. Online Retailing

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

1. What is the full form of AMUL?
2. What are the dynamics of market changing due to?
3. What is the meaning of Relationship marketing?
4. What is CRM?
5. What is Pull Digital Marketing?
6. What are Kiranas?
7. Define Retailing.

**Q. 4B Select the correct Alternatives (Attempt any Ten) (10)**

1. Online marketing is also known as \_\_\_\_\_.
  - a. Retailing
  - b. E-commerce
  - c. Digital
  - d. Rural
2. \_\_\_\_\_ emerged as a popular mode of retailing.
  - a. Economic liberalization
  - b. Franchising
  - c. Competition
  - d. None of these

3. McDonald uses bright lights in the store to keep the customers in \_\_\_\_\_ spirits.
  - a. High
  - b. Fresh
  - c. Low
  - d. Glowing
4. Supply chain management involves \_\_\_\_\_.
  - a. Procuring the right inputs
  - b. Efficiently converting inputs in final products
  - c. Dispatching the finished products to final destination
  - d. All of these
5. 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
6. A \_\_\_\_\_ is someone whom you believe may be persuaded to do business with you.
  - a. Partner
  - b. Client
  - c. Prospect
  - d. Purchaser
7. CRM is the entire process of \_\_\_\_\_ with a customer.
  - a. Pre-sales
  - b. Sales
  - c. Relationship with customer
  - d. All of these
8. \_\_\_\_\_ is the final step in the loyalty ladder.
  - a. Client
  - b. Partner
  - c. Prospect
  - d. Purchaser
9. Retailing means to break the \_\_\_\_\_.
  - a. Holding
  - b. Bulk
  - c. Stock
  - d. Box
10. \_\_\_\_\_ retailers have nearly 90% presence in more than 10 markets.
  - a. Luxury
  - b. Grocery
  - c. Clothing
  - d. Footwear
11. The final disruption in retailing came in the form of \_\_\_\_\_.
  - a. Departmental stores
  - b. Online retailing
  - c. Discount stores
  - d. Catalogue retailing
12. Marketing practices can be traced back as far as \_\_\_\_\_ BC.
  - a. 8000
  - b. 6000
  - c. 7000
  - d. 5000

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