

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM.)**  
**EXAMINATION: MAY 2023**  
**SECOND SEMESTER**

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

Date: 24/05/2023

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. (Attempt any two) (32)**

1. Why is retailing business important in the Indian economy?
2. Explain 8 components of CRM.
3. Explain the various factors to be considered while selecting a site.
4. Explain the different types of store layouts.

**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. Importance of the supply chain management
3. Explain the elements of the Interior Atmosphere.

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

1. Reverse logistics
2. Automatic Vending Machine
3. Online Retailing
4. Departmental stores

**Q.4 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. \_\_\_\_\_ retailers have nearly 90% presence in more than 10 markets.
 

a. Luxury	b. Grocery
c. Clothing	d. Footwear

3. The traditional retail formats are \_\_\_\_\_.
  - a. Kiranas
  - b. Government-owned bodies
  - c. Mass Discounters
  - d. Both a & b
4. \_\_\_\_\_ emerged as a popular mode of retailing.
  - a. Economic liberalization
  - b. Franchising
  - c. Competition
  - d. None of these
5. The relationship in which true integral partnering takes place is called \_\_\_\_\_ relationship.
  - a. Barometric
  - b. Adversarial
  - c. Complementary
  - d. None of these
6. A \_\_\_\_\_ is someone who actively recommends you to others, and does marketing for you.
  - a. Advocate
  - b. Supporter
  - c. Supporter
  - d. Partner
7. A \_\_\_\_\_ is someone whom you believe may be persuaded to do business with you.
  - a. Partner
  - b. Client
  - c. Prospect
  - d. Purchaser
8. Supply chain management involves \_\_\_\_\_.
  - a. Procuring the right inputs
  - b. Efficiently converting inputs in finished p
  - c. Dispatching the finished products to final destination
  - d. All of these
9. Marketing practices can be traced back as far as \_\_\_\_\_ BC.
  - a. 8000
  - b. 6000
  - c. 7000
  - d. 5000
10. McDonald uses bright lights in the store to keep the customers in \_\_\_\_\_ spirits.
  - a. High
  - b. Fresh
  - c. Low
  - d. Glowing

11. 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

12. Retailing is the last stage in the process of \_\_\_\_\_.

a. Production

b. Distribution

c. Storage

d. Supply Chain

-----