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MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2023
SECOND - SEMESTER

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

Date: 14/12/2023

Total marks: 100

Time: 10.00am to 01.00pm

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

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

1. Store design and display plays an important role in marketing. Explain
2. Why is retailing business important in Indian economy?
3. Explain the different types of store layouts.
4. Explain the role of IT in CRM.

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

1. Explain the importance of fixed shop.
2. Explain the buyer-seller relationship.
3. State the importance of supply chain management.
4. Why are retail locations important for success in retailing?
5. Explain the relationship marketing ladder of loyalty.

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

1. Modern Retail Formats
2. Selection of a specific site
3. Bar Code
4. E-Commerce
5. Automatic Vending Machine
6. Departmental Store

Q.4A. Answer in one Sentence (Attempt any five) (10)

1. What is SCM?
2. What is Pull Digital Marketing?
3. What is E-tailing?
4. What is CRM?
5. What is meant by Retailing?
6. What are the dynamics of market changing due to?
7. What do you mean by relationship marketing?

B. 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. 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, who does marketing for you.
 - a. Advocate
 - b. Supporter
 - c. Supporter
 - d. Partner
7. Retailing is the last stage in the process of _____.
 - a. Production
 - b. Distribution
 - c. Storage
 - d. Supply Chain
8. 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 _____ spirits.
 - a. High
 - b. Fresh
 - c. Low
 - d. Glowing
10. Marketing practices can be traced back as far as _____ BC.
 - a. 8000
 - b. 6000
 - c. 7000
 - d. 5000
11. Supply chain management involves _____.
 - a. Procuring the right inputs
 - b. Efficiently converting inputs in finished products
 - c. Dispatching the finished products to final destination
 - d. All of these
12. A _____ is someone whom you believe may be persuaded to do business with you.
 - a. Partner
 - b. Client
 - c. Prospect
 - d. Purchaser