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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: 60

Time: 10.00am to 12.30pm

Instruction: 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 meant by Retailing? Explain the role of CRM in Retailing.
3. What is CRM? Explain the advantages and disadvantages of CRM.
4. Digital Marketing has changed the scenario of today's business. Explain.

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

1. Explain the importance of retailing.
2. Explain the elements of Interior Atmosphere.
3. What do you mean by Relationship Marketing? Explain the relationship marketing ladder of loyalty.

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

1. Modern Retail Formats
2. Selection of a specific site
3. Automatic Vending Machine
4. Direct Marketing

Q.4 Select the correct Alternatives (Attempt any ten) (10)

1. McDonald uses bright lights in the store to keep the customers in _____ spirits.
a. High
b. Fresh
c. Low
d. Glowing
2. CRM is the entire process of _____ with a customer.
a. Pre-sales
b. Sales
c. Relationship with customer
d. All of these
3. _____ is the final step in the loyalty ladder.
a. Client
b. Partner
c. Prospect
d. Purchaser
4. Supply chain management involves _____.
a. Procuring the right inputs
b. Efficiently converting inputs in finished p
c. Dispatching the finished products to
d. All of these
final destination

5. 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
6. Online marketing is also known as _____.
- a. Retailing
 - b. E-commerce
 - c. Digital
 - d. Rural
7. Retailing is the last stage in the process of _____.
- a. Production
 - b. Distribution
 - c. Storage
 - d. Supply Chain
8. Marketing practices can be traced back as far as _____ BC.
- a. 8000
 - b. 6000
 - c. 7000
 - d. 5000
9. The relationship in which true integral partnering takes place is called _____ relationship.
- a. Barometric
 - b. Adversarial
 - c. Complementary
 - d. None of these
10. Retailing means to break the _____.
- a. Holding
 - b. Bulk
 - c. Stock
 - d. Box
11. A _____ is someone whom you believe may be persuaded to do business with you.
- a. Partner
 - b. Client
 - c. Prospect
 - d. Purchaser
12. _____ retailers have nearly 90% presence in more than 10 markets.
- a. Luxury
 - b. Grocery
 - c. Clothing
 - d. Footwear
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