

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY- 2024
SECOND - SEMESTER

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

Date: 11/05/2024

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. Explain the role of CRM in Retailing.
2. Store design and display plays an important role in marketing. Explain
3. Digital Marketing has changed the scenario of today's business. Explain.
4. Explain the different types of store layouts.

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

1. State the importance of supply chain management.
2. Explain the elements of Interior Atmosphere.
3. Explain the relationship marketing ladder of loyalty.
4. Explain the various factors to be considered while selecting a site.
5. Explain location based retail strategies.

Q.3 Write short notes. (Attempt any five) (40)

1. Automatic Vending Machine
 2. Departmental Store
 3. Bar code
 4. Direct Marketing
 5. Modern Retail formats
 6. Online Retailing
 7. Customer Delight
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