

Total No. of printed pages = 5

4 (Sem-5) CRMM

2016

**CUSTOMER RELATIONS AND RETAIL
TRADE MANAGEMENT**

(Major)

Paper : 5.5

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Answer the following questions as directed :
1×10=10
 - (a) In case of ——— marketing the salesperson contacts the customer from time to time with suggestions about improved product uses or new products. (Fill up the blank).
 - (b) Which of the following is not an element of the retailing concept ?
 - (i) Customer orientation
 - (ii) Cost cutting

[Turn over

- (iii) Value driven
- (iv) Goal orientation.
- (Choose the correct answer.)
- (c) State one benefit of customer retention.
- (d) Vending machines are useful for selling products differing in size and weight. (State true or false).
- (e) A _____ customer is one who has purchased something to fulfill a specific need and has subsequently stopped buying from that particular organisation. (Fill up the blank).
- (f) Which of the following is not a retail image dimension ?
 - (i) Locational convenience
 - (ii) Merchandise unsuitability
 - (iii) Value for price
 - (iv) Sales effort and store services.
- (g) What are convenience goods ?
- (h) _____ pricing is based on the customers perception of the monetary worth of a product or service. (Fill up the blank).

- (i) Mention one advantage of a public warehouse.
- (j) Which of the following is a requisite for effective customer acquisition ?
 - (i) An unfocussed effort
 - (ii) Provision of a win-lose platform
 - (iii) Projection of benefits and products
 - (iv) Initiation of a forum for interactive miscommunication.

2. Answer the following questions : $2 \times 5 = 10$

- (i) What is meant by category killers ?
- (ii) Define customer portfolio management.
- (iii) State two bases for the classification of a retail unit.
- (iv) What are 'virtual customer communities' ?
- (v) Mention two distinctive features of a good tenant mix plan.

3. Write short notes on any *four* of the following : $5 \times 4 = 20$

- (i) Mobile retailing
- (ii) Total care programmes.

- (iii) The wheel of retailing
- (iv) Maximising customer lifetime value
- (v) Retail banking
- (vi) Logistics management
- (vii) Problems in implementing CRM strategies in organisations.

4. Describe the analytical and the collaborative components of a CRM programme. 10

Or

What is meant by emotional engagement ?
Describe the manner in which CRM manages customer interaction and customer service.
5+5=10

5. Describe the benefits of the CRM process.
Explain the CRM process for a marketing organisation. 4+6=10

Or

Describe the main elements of an e-CRM programme.
Also highlight the necessity for adopting e-CRM by companies. 5+5=10

6. Explain the drivers of the changing face of retail structures in India. 10

Or

Explain the components of a retail mix.

7. Describe how a retail unit is classified on the basis of the nature of interaction between retailers and customers. 10

Or

What are the distinctive features of departmental stores ? Describe their relative merits and demerits. 5+5=10