

Total No. of printed pages = 4

4 (Sem 5) CRMM

2015

**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) Which of the following is not an element of  
CRM ?

(i) Sales Force Automation

(ii) Support Tracking

(iii) Product Standardisation

(iv) Telemarketing

[Turn over

- (b) What is Customer Portal ?
- (c) CRM is the ultimate solution for both \_\_\_\_\_ as well as \_\_\_\_\_.  
(Fill in the blanks)
- (d) Who is the proponent of 'One to One Marketing' ?
- (e) Which segment of the market is called suspects ?
- (f) What is Value-driven in retailing ?
- (g) What is the name of largest mall in USA ?
- (h) What is the full form of 'I.L.S.' ?
- (i) How is direct marketing more cost-effective ?
- (j) Which of the following gaps is not included under 'Service Gap Model' for improving retail service quality ?
  - (i) Knowledge Gap
  - (ii) Transaction Gap
  - (iii) Delivery Gap
  - (iv) Communication Gap

75/4 (Sem 5) CRMM (2)

2. Answer the following questions : 2×5=10
- (i) What is 360-degree view of customers ?
  - (ii) Mention two issues related to ACRM.
  - (iii) State first two stages of Retail Life Cycle.
  - (iv) What is 'Event Logistics' ?
  - (v) What is parasite store ?
3. Write short notes on any *four* of the following : 5×4=20
- (a) Total Customer Care programme.
  - (b) Four C's of CRM process.
  - (c) Social Network and Customer-interaction.
  - (d) Globalisation of Retailing.
  - (e) Automatic Vending.
  - (f) Multibrand Retailing.
4. State the significance of CRM and the reasons for losing customers. 5+5=10
- Or
- Describe the various factors influencing customer interaction. 10

75/4 (Sem 5) CRMM (3) [Turn over

5. What are the steps of effective CRM implementation ? 10

Or

Identify critical success factors of CRM with suitable illustrations. 10

6. Mention in brief the key factors responsible for high retail growth in India and also state the challenges associated with retailing in India today. 5+5=10

Or

Explain the Dialectic Process Theory and Natural Selection Theory of retailing justifying their relevance under the changed environment. 5+5=10

7. Outline five different types of malls and highlight the opportunities and threats of mall in India. 5+5=10

Or

What are the tenant mix challenges ? What are the benefits of a good tenant mix policy ? 5+5=10