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4 (Sem-5) CRT

2018

**CUSTOMER RELATIONS AND RETAIL TRADE
MANAGEMENT**

Paper – 5.5

(Management Major)

Full Marks – 80

Pass Marks – 24

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) CRM is the overall process of building and maintaining profitable customer relationships by delivering

(i) Quality goods to customers.

(ii) Superior customer's value and satisfaction.

(iii) Goods and services at cheaper price.

(iv) None of the above.

(Choose the correct answer)

[Turn over

(b) The retailing stores which require that their customers should take their membership and visit their stores is known as _____. (Fill in the blank)

(c) Which of the following is not the strategy for building relationship ?

(i) Service

(ii) Product

(iii) Partnership with customer

(iv) Marketing intelligence system.

(Choose the correct answer)

(d) An impulse buyer spends less time on shopping. (State 'true' or 'false')

(e) Economic value of goods is enhanced through the _____ system as it adds the time and place utilities to the products.

(Fill in from the following)

(i) Distribution

(ii) Order processing

(iii) Route planning

(iv) Transportation

(f) The process of planning, implementing and controlling the physical flows of materials as well as finished goods from the points of origin to the point of use to meet the needs of customer at a profit is known as _____.

(i) Order processing

(ii) Market logistics

(iii) Inventory

(iv) All of the above.

(Choose the correct answer)

(g) Which one of the following is an unethical approach to build and maintain customer relationship ?

(i) Improved service quality.

(ii) Institutional discounts.

(iii) Addiction.

(iv) Marketing campaign.

(Choose the correct answer)

(h) What is the full form of RRB ?

(i) Which one of the following is not a success factor to CRM implementation ?

(i) Customer centric strategy.

(ii) Defining the processes.

(iii) Appraise the employees about the importance of CRM.

(iv) Good analogy system.

(Choose the correct answer)

(j) Which of the following is concerned with quantity of stocks to be held ?

(i) Order processing

(ii) Warehousing

(iii) Transportation

(iv) Inventory.

(Choose the correct answer)

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

(i) What is customer defection ?

(ii) Define the term "Development Stores."

(iii) What is Tele Shopping ?

(iv) What is Bonded warehouse ?

(v) State two objectives of holding inventory.

3. Write short notes on any *four* of the following:

$5 \times 4 = 20$

(i) Various relationship based pricing scheme.

(ii) Necessity to adopt e-CRM.

(iii) Role of FDI in retail sector globalisation.

(iv) Guidelines for effective tenant mix.

(v) Obstacles in maintaining an ideal tenant mix.

(vi) Functions of warehouse.

4. What do you mean by customer acquisition ? What are the various inputs for customer acquisition ? Explain. $3 + 7 = 10$

Or

Discuss the various requisites for effective acquisition. 10

5. Explain the various challenges in the implementation of CRM business transactions. 10

Or

Critically examine the various market dynamics relating to CRM channels of customer's interaction. 10

6. Why retailing is important for the growth of Indian economy ? Explain. 10

Or

Explain the various theories of retail evolution. 10

7. Describe the various factors leading to growth of Malls in India. Explain in brief about the stakeholders of Mall. 6+4=10

Or

Explain the factors that determine the decision for location of a retail trade. 10