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4 (Sem 5) CRMN

2013

## CUSTOMER RELATIONS & RETAIL TRADE MANAGEMENT

*(Management Major)*

Paper : 5.05

Full Marks : 80

Time : Three hours

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

*Answer the following questions as directed.*

1×10=10

1. (a) Which one of the following is the foremost goal of CRM ?
  - Establishing Customer Loyalty.
  - Customer Satisfaction.
  - Standardisation of Custome Service.
  - All of the above.
- (b) What is the end result in reaching perfection in customer retention ?

*Contd.*

- (c) Which one of the following is not an important step in relationship marketing ?
- Identifying the customers.
  - Differentiating the customers.
  - Interacting with customers.
  - Organizing dealers meet.
- (d) Name the route best suited for customer interaction where internet penetration is low.
- (e) Identify the marketing concept that is closely linked to co-creation of value.
- (f) Which one of the following is the unique advantage of a KIRANA SHOP ?
- Price
  - Product Range
  - Customer Service
  - Location.
- (g) Name the theory of retailing propounded by Malcomb Mc Nair.
- (h) Name the store that creates nuisance in public places.

- (i) Transportation of used product from point of consumption to point of origin refers to \_\_\_\_\_. (Fill in from the following)
- Reverse Logistic
  - Business Logistics
  - Service Logistics
  - Event Logistics
- (j) What is the form of retailing that requires personal Digital Assistant ?

Write short answer to the following :  $2 \times 5 = 10$

- (i) What is customer equity ?
- (ii) What is the essence of collaborative component of CRM ?
- (iii) Mention *two* characteristics of a parasite store.
- (iv) What is an Outlet-Mall ?
- (v) State *two* objectives of Logistics Management.

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

$5 \times 4 = 20$

- (a) Reason for Losing customers.
- (b) Steps in CRM process.
- (c) Factors affecting customer interaction.
- (d) *Three* basic tenets of retailing.

- (e) Five features of a Discount Store.  
(f) An ideal tenant mix plan.

4. Outline *six* leading strategies for building customer relationship and *four* relationship based pricing schemes. 6+4=10

*Or*

What are the steps in Customer Retention Process?  
Explain the benefits of customer retention.

4+6=10

5. Discuss the 4 C's of the CRM process. What are the key requirements for CRM? 4+6=10

*Or*

State the major steps necessary for effective CRM implementation.

6. Explain *any two* cyclical theories of retailing. 5+5=10

*Or*

Give an account of changed scenario of retailing in India today.

7. Mention the guidelines for an effective catalog Marketing? What are advantages and disadvantages of catalog Marketing? 4+4+2=10

*Or*

What is Logistics Management? What are the decisions involved in this regard? 4+6=10

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