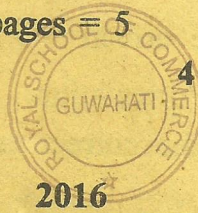


Total No. of printed pages = 5

4 (Sem-5) CRMM



**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