

Total number of printed pages-4

4 (Sem-5) CRT

2021

(Held in 2022)

COMMERCE

(Management Major)

Paper : 5.5

**(Customer Relations and
Retail Trade Management)**

Full Marks : 80

Time : Three hours

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

1. Answer the following 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

(Choose the correct answer)

Contd.

(b) Which one of the following is not an important step in relationship marketing ?

- (i) identifying the customers
- (ii) Differentiating the customers
- (iii) Interacting the customers
- (iv) Organising dealers meet

(Choose the correct answer)

(c) CRM is becoming the ultimate solution for both, _____ as well as _____.

(Fill in the blanks)

(d) Establishing _____ is the foremost goal of CRM. *(Fill in the blank)*

(e) Name the theory of retailing propounded by Malcolm McNair.

(f) What is CIM ?

(g) What is reverse logistics ?

(h) What is non-store retailing ?

(i) What is kiosk ?

(j) What is retail market segmentation decision ?

2. Very short answer-type questions : *(Write very briefly)* 2×5=10

- (a) Define customer acquisition.
- (b) Discuss the principle of 'customer first, profit next'.
- (c) What is target market ?
- (d) Define customization and private labels.
- (e) Write the advantages of e-marketing.

3. Answer briefly on **any four** of the following : 5×4=20

- (a) Discuss the 4Cs of the CRM process.
- (b) How does information technology help in CRM ?
- (c) What do you mean by retail tenant mix ?
- (d) State the ownership pattern in retail business.
- (e) Mention the components of e-CRM.
- (f) Write on inventory management.

4. What are the strategies that a retailer can take to get the customers into stores ? 10

Or

Explain various theories of retailing. 10

5. State the issues involved with tenant mix. 10

Or

State the dimensions of retail market segmentation. 10

6. Illustrate the importance of retailing in the economy. Mention the key drivers of retailing in India. 5+5=10

Or

What is data warehousing ? Explain the role of data warehousing in CRM. 5+5=10

7. What are various aspects involved in mall management ? State the factors affecting the success of malls. 5+5=10

Or

State various non-store retailing forms of business. 10