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4 (Sem-5) CRT

2017

**CUSTOMER RELATIONS AND RETAIL
TRADE MANAGEMENT**

(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 a modern and
improved forms of retailing ?

- (i) Dominos
- (ii) Big Bazar
- (iii) Hyper Market
- (iv) Kirana Stores

(Choose the correct answer).

[Turn over

(b) The marketing system in which almost all the members of distribution channel such as manufacturers, distributors, wholesalers and retailers work together to satisfy human needs and wants by ensuring smooth flow of goods and services to the ultimate consumers is known as

- (i) Franchising system
- (ii) Vertical marketing system
- (iii) Consumer co-operative store
- (iv) None of the above.

(Choose the correct answer).

(c) What is the full form of TCCP ?

(d) _____ is the ordering quantity that minimises both the cost of holding the inventory and carrying the inventory. (Fill up the blank).

(e) The E-marketing activities where marketers sell their products and services directly to the ultimate consumers using the internet is termed as —

- (i) C 2 C
- (ii) Internet marketing
- (iii) B 2 C
- (iv) All of the above

(Choose the correct answer).

(f) The codes in the _____ lines found on most _____ is used to store information is known as _____

- (i) Unicode
- (ii) Bar code
- (iii) Attribute
- (iv) Benchmarking

(Choose the correct answer).

(g) Which one of the following is not a customer delight ?

- (i) Flexible pricing
- (ii) Radio frequency identification
- (iii) Cross selling
- (iv) Offering high quality services to customers by using technology

(Choose the correct answer).

(h) A ——— customer will go to the store which offers the lowest possible price. (Fill in the blank from the following)

- (i) Price lining
- (ii) Loyal
- (iii) New
- (iv) Price-conscious

(i) Which of the following warehouses are used to store imported goods for which import duty is yet to be paid ?

- (i) Government warehouses
- (ii) Bonded warehouses
- (iii) Private warehouses
- (iv) Co-operative warehouses.

(j) Wal-Mart, the world's biggest retailer has tied up with Sunil Mittal's Bharti Enterprises for entering into Indian retail market. (State true or false).

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

- (i) What is loyalty programme ?
- (ii) Define catalogue retailer.

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(4)

6000(Y)

(iii) What is supply chain?

(iv) What is impulse buying?

(v) What is convenience?

3. Write short notes on a

(i) Four C's of CRM

(ii) Characteristics of CRM

(iii) Impact of globalisation

(iv) Various CRM channels

(v) Stages of customer relationship

(vi) Barriers to E-commerce

(vii) Importance of CRM

4. Explain the relationship between CRM and IT in modern business.

the role of data warehouse in CRM.

IT oriented key elements of CRM.

Discuss in detail the various CRM solutions.

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5. Why organisation lose their customers ? Explain. 10

Or

Explain the various strategies for building relationship with customers that are developed by an organisation. 10

6. Describe the various factors leading to high retail growth in India. Also state the major challenges faced by this sector. 6+4=10

Or

Explain the three basic tenets of retailing. 10

7. Explain the three essential parameters necessary for the successful tenant mix plan. 10

Or

Describe various objectives of Logistic Management. 10