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MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2024
SECOND - SEMESTER

Sub: Customer Relationship Management and Retailing (CRM)(MCM-211)

Date: 12/12/2024

Total marks: 100

Time: 10.00am to 01.00pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (30)

1. Digital Marketing has changed the scenario of today's business. Explain.
2. Explain the role of Information Technology in building and maintaining profitability in CRM
3. Explain the different types of store layouts.
4. Explain the role and function of store administration manager.

Q.2 Answer the following questions. (Attempt any three) (30)

1. Explain location based retail strategies.
2. Explain the elements of Interior Atmosphere.
3. Why are retail locations important for success in retailing?
4. Explain the importance of Managing Reverse Logistics.
5. Describe the Importance of Fixed Shop Retailers

Q.3 Write short notes. (Attempt any five) (40)

1. Modern Retail Formats
 2. On-line shopping
 3. Relationship management
 4. Discount store
 5. Direct Marketing
 6. Store Design
 7. Automatic Vending Machine
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