

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)

EXAMINATION: MAY - 2025

SECOND SEMESTER

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

Date: 23/05/2025

Total marks: 60

Time: 10.00am to 12.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (32)

1. Explain the importance of retailing in India and the global world.
2. Comment on the role of Information Technology in CRM.
3. Explain the different types of store layouts.
4. Explain the importance of Supply Chain Management.

Q.2 Answer the following questions. (Attempt any two) (16)

1. What are the factors considered for selecting a site location?
2. Explain the buyer - seller relationship.
3. Explain location based retail strategies.
4. Explain various types of Retailing.

Q.3 Write short notes. (Attempt any three) (12)

1. Modern Retail Formats
 2. Immediate effects of Retail Atmosphere
 3. Bar Coding
 4. Automatic Vending Machine
 5. Relationship management
 6. Direct Marketing
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