

2022
B. Voc. (Retail Management)
First Semester
RSC-104: Customer Relationship Management in Retail

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) What is CRM in retail?
- b) How can one resolve customer queries?
- c) How can a retailer understand the customer requirements?
- d) Why is it necessary to remove products and supplies from shelves/display?
- e) Why is it necessary to advice customers about safety of their products?
- f) How can a retailer negotiate and reassure customer while their problems are being solved? (4x4)

UNIT – I

- II. What is the appropriate behaviour with customers in a retail outlet? (16)
- III. Suggest different ways for ensuring customer comfort and for avoiding discomfort within store premises. (16)

UNIT – II

- IV. How can a retailer help the customer in selecting most appropriate products and supplies? (16)
- V. Suggest some ways of selling alternative products and supplies to customer when products are out of stock. (16)

UNIT – III

VI. Write a short note on:-

- a) Maintaining and ensuring a conducive and congenial atmosphere for customers.
- b) Ensuring compliance with health, safety and hygiene requirements for stock and store environment. (2x8)

P.T.O.

(2)

- VII. What is the importance of store offerings to different individual customers? (16)

UNIT – IV

- VIII. Discuss various sales techniques to effect customer purchases. (16)

- IX. What are the different ways to resolve customer problems and contributing to customer loyalty? (16)

x-x-x