

1129

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Briefly explain the modes of business: B2B, B2C and C2C with examples.
- b) Discuss in detail the concept of CRM and its importance in Retail.
- c) What is the difference between up selling and cross selling? Explain with valid examples.
- d) How can we improve the relationships with our customers and registered service partners?
- e) Write a short note on health, safety and hygiene requirements for stores environment.
- f) What are the qualities that should be present in your retail partner and how can they benefit your business? (4x4)

**UNIT – I**

- II. Discuss the ways of complaint handling in CRM? What are the qualities and skills required for it and how to say "NO" politely? (16)
- III. What should be the various steps involved in dealing with dissatisfied customers or consumers? (16)

**UNIT – II**

- IV. What is the difference between customer and consumer? Give two examples each. Discuss different customer profiles in detail. (16)
- V. How to communicate effectively to your customers? Explain the knowledge and skills required. (16)

**UNIT – III**

- VI. Discuss various factors that go on selection of appropriate products and supplies to customers. (16)
- VII. Why is it essential to maintain and ensure conducive and congenial atmosphere for customers in a store? (16)

(2)

UNIT - IV

- VIII. Discuss the concept of Organizational Procedure. What are the procedures to deal with Customer problems? (16)
- IX. Explain the ways to utilize sales techniques that can affect customer purchases? (16)

x-x-x