

1128

B. Voc. (Retail Management)

1st 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.

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I. Attempt any four of the following: -

- (a) What is CRM?
- (b) What are the qualities of a good retailer?
- (c) What is the difference between B2B and B2C?
- (d) How to provide logical and creative suggestions about product & supplies to customers?
- (e) How do a retailer ensure compliance with hygiene requirements for stock?
- (f) Suggest ways to improve relationship with customers & service partners.

(4×4)

UNIT – I

II. Discuss the ways of complaint handling in CRM. How appropriate behaviour with the customers assisted self-served nature of CRM in retail?

(16)

III. Explain the various steps involved in dealing with a dissatisfied customer.

(16)

UNIT-II

IV. What are the different types of customers? Suggests various means to identify best customers.

(16)

V. Discuss the various factors that govern selection of appropriate products & supplies to customers.

(16)

UNIT-III

VI. Highlight the importance of maintaining & ensuring a conducive & congenial atmosphere for customers in a store.

(16)

Contd.....P/2

(2)

- VII. Discuss various methods to utilize sales techniques that can affect customer purchases. (16)

UNIT-IV

- VIII. Discuss ways to provide accurate information on store promotions on offers at the time of purchase. (16)

- IX. What is organizational procedure? Explain its relevance in dealing with customers problems. (16)

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