

1127

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) Explain different types of customers.
- (c) What is B₂B and B₂C?
- (d) Write note on health, safety and hygiene requirement for store environment.
- (e) Explain in brief some guidelines to customers about safekeeping of products.
- (f) Importance of working relationships with internal customers. (4×5)

UNIT – I

- II. Discuss in detail the complaint handling mechanism in CRM. (15)
- III. Discuss the appropriate behavior with customers in context to CRM. (15)

UNIT – II

- IV. Explain the process of dealing with different types of customers. What are the steps for removing customer's dissatisfaction? (15)
- V. Explain the procedure of selecting appropriate products and supplies especially when products are out of stock. (15)

UNIT-III

- VI. "CRM improves relationship with service partners." Comment. (15)
- VII. Highlight the relevance of providing accurate information on store promotions offers at the time of customer's purchase. (15)

UNIT-IV

- VIII. Discuss various methods to utilize sales techniques that affect customer purchases. (15)
- IX. Define organizational procedure. How it helps in resolving customer problem? (15)

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