

2112

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?
 - b) List some desirable qualities of a retailer.
 - c) Differentiate between B2B and B2C?
 - d) How to provide logical and creative suggestions about product to different customers.
 - e) Why is it not advisable to sell perished goods to customers?
 - f) Highlight the importance of healthy relationship between customer and service providers.
- (4x4)

UNIT – I

II. Discuss in detail the complaint handling mechanism in CRM. Highlight the relevance of appropriate behaviour with the customers assisted self-served nature of CRM in retail.

(16)

III. Discuss the different ways of dealing with a dissatisfied customer.

(16)

UNIT – II

IV. Explain different types of customers. Discuss some methods to identify requirements and preferences of best customers.

(16)

V. What are the factors affecting selection of suitable products and supplies of customers?

(16)

UNIT – III

VI. What is the significance of maintaining and ensuring a conducive and congenial atmosphere for customers?

(16)

P.T.O.

(2)

- VII. Explain some ways to utilize sales techniques that have impacts on customer purchase. (16)

UNIT – IV

- VIII. Why is it necessary to provide accurate information on store promotions on offer at the time of purchase? (16)
- IX. Discuss the procedure involved in dealing with customer problems. How can a retail organization identify repeated customers problems? (16)

x-x-x