

2124
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. All questions carry equal marks.

x-x-x

I. Attempt any four of the following:-

- (a) What is CRM?
- (b) Write some essential qualities of a retailer.
- (c) Compare B2B and B2C.
- (d) Relevance of ensuring compliance with health and safety requirements for stock.
- (e) Why is it necessary to provide accurate information to customers on store promotions on offer at time of purchase?
- (f) What is the need of improving working relationships with service partners or internal customers?

UNIT - I

- II. Discuss the appropriate behaviour with customers and assisted self-serve nature of retail environment within store premises.
- III. What are the various techniques to be followed to guide and advice customers, ensuring their comfort and avoiding customer's discomfort?

UNIT - II

- IV. Discuss different type of customers. List out some measures to influence choice and preferences of your customers for suitable product selection.
- V. Highlight some suggestions related to alternative product and supplies when customer required products are out of stock.

UNIT - III

- VI. How can a retailer can maintain and ensure a conducive and congenial atmosphere for customers?

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(2)

- VII. Why is it necessary to remove products and supplies from shelves that are perished or rendered non-consumable?

USII - IV

- VIII. What is the significance of providing information and advice to customer's about safe transportation, storage and refrigeration of products?
- IX. Discuss the organisational procedure to deal with new and repeated customer's problems.