

Exam.Code: 1301
Sub. Code: 9204

2031
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) Explain how customer queries can be responded?
- b) Write short note on measurement and calibration of quality and quantity of product.
- c) How can one help the customer about selecting products?
- d) How can we provide information about promotional offers?
- e) Under what circumstances the products can be removed from shelf?
- f) How can we utilize sales techniques to effect customer purchase? (4x4)

UNIT – I

- II. Write down the guidelines about appropriate behaviour with customers in retail business. (16)
- III. Explain the steps to guide customers with right information and advice. (16)

UNIT – II

- IV. Explain how one can suggest additions or alternative products and supplies when product is out of stock? (16)
- V. How the judgement can be made about types of customer, their requirement, choice and preference in retail business? (16)

UNIT – III

- VI. How can we ensure a conducive and congenial atmosphere for customers in retail stores? (16)

P.T.O.

(2)

- VII. Explain the steps to be taken to ensure compliance with health, safety and hygiene requirements. (16)

UNIT – IV

- VIII. Write down the advice and instructions which can be given to customers about safety transporting and storing. (16)

- IX. How can we improve working relationship with service partners or internal customers? (16)

x-x-x