

**4 (Sem-5/OTBE) CRM**

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( Held in 2021 )

**CUSTOMER RELATIONS AND RETAIL  
TRADE MANAGEMENT**

( Major )

Paper : 5.5

Full Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

GROUP—A

( Marks : 28 )

**1.** Answer the following as directed :  $1 \times 4 = 4$

- (a) Write the full form of RBP.
- (b) Economic value of goods is enhanced through the \_\_\_\_ system as it adds the time and place utilities to the products.
- (i) distribution
  - (ii) order processing
  - (iii) transportation
  - (iv) route planning

( Choose the correct option )

(c) Which of the following is a global food brand in India?

- (i) Kappa
- (ii) KFC
- (iii) Health Glow
- (iv) Revlon

( Choose the correct option )

(d) "A customer does a favour when he calls but we are not doing him a favour by serving him."

( Write True or False )

**2.** Answer the following (within 20 words each) :

$2 \times 3 = 6$

- (a) Write two significances of CRM.
- (b) What is chain store?
- (c) State two benefits of e-marketing.

**3.** Write notes on any *three* of the following (within 120 words each) :

$6 \times 3 = 18$

- (a) Strategies for building relationships
- (b) Four C's of CRM process
- (c) Inputs for customer acquisition effective
- (d) The wheel of retailing theory of retail evolution
- (e) Impact of globalization on retail industry

( 3 )

GROUP—B

( Marks : 28 )

4. Answer any *four* of the following (within 180 words each) :  $7 \times 4 = 28$
- (a) Retaining customers is even more important than attracting new customers. How CRM helps in retaining existing customers? 7
- (b) Outline how to optimise the benefits of CRM in a company dealing with electronic products. 7
- (c) Why is logistic support becoming more crucial in modern-day retailing? Is there any risk in building robust logistic support?  $5 + 2 = 7$
- (d) Technology utilization in CRM enhances its efficiency and effectiveness by many folds and at the same time saves lot of resources. Discuss. 7
- (e) What are the possible fears associated with non-store retailing? How to overcome such fears?  $4 + 3 = 7$
- (f) Assume you are a manager of food retail chain store. How are you going to decide the location of your outlet? 7

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