2nd Sem. / DBM (Retail)

Subject : Principles of Customer Relations - II

Time : 3 Hrs.   M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts.   (15x2=30)

Q.1 a) Value Propositions.

   b) Obstacles in C.R.M.

   c) Concept of retaining customers.

   d) Customer Database.

   e) Essentials of data management.

   f) Customer Satisfaction.

   g) Components of CRM.

   h) Objectives of store policies.

SECTION-C

Note: Long answer type questions. Attempt any three questions.   3x10=30

Q.3 Explain the steps for creating a Data management system of a retail store.

Q.4 Develop a CRM for a store dealing with consumer goods.

Q.5 Discuss the need & importance of customer profile in solving customer problems.

Q.6 What are value propositions to customer?

Q.7 Explain the various methods of CRM in retailing.

i)   Reasons for Customer's defection.

j)   Two reasons for Customer's Complaint.

k)   Factors affecting Store policies.

l)   Customer profile.

m) What is product quality?

n)   Advantages of after sales services.

o)   Perception of customer.

p)   Customer Service Team.

q)   Benefits of loyalty programme.

r)   Customer perceived value.

SECTION-B

Note: Short answer type questions. Attempt any ten
parts   10x4=40

Q.2 i)   Features of CRM.

ii) Basic elements of customer's perception.

iii) Define the concept "Service Preposition".

iv) Uses of data management.

v)   How to prevent customer defection?

vi) Explain the term profiling of customer.

vii) Define the attributes of total customer
satisfaction.

viii) Objectives of CRM.

ix) Advantages of loyalty programme.

x)   What do you understand by customer
profitability?

xi) What are the uses of customer Data Base?

xii) How to retain customers?

xiii) Functions of data warehousing.

xiv) Benefits of value proposition.

xv) Pre-requisites of a good store's policy.