

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:-
- Define CRM?
 - Suggest any two ways to handle customer queries in a retail store.
 - Difference between B2C and B2B.
 - Write different factors affecting selection of suitable products and supplies of customers.
 - Why is it necessary to create a conducive and congenial environment for customers?
 - Highlight the relevance of providing accurate information on store promotion on offer at the time of purchase.
- (4x4)

UNIT – I

- II. Describe a situation where a customer approaches you with a complaint within store premises. What are the different measures followed to resolve the customer complaints? (16)
- III. How do you maintain a balance between offering guidance and advice, ensuring customer comfort and avoid making the customer feel uncomfortable. Give examples. (16)

UNIT – II

- IV. How can you identify different types of customers? How do you use your observation to understand and influence your customer in selecting most appropriate products? (16)
- V. Suggest some measures to manage the situation when a customer's desired product is out of stock. How do you offer suitable alternatives to meet his requirements. (16)

P.T.O.

(2)

UNIT – III

- VI. Describe the procedure followed to ensure compliance with health, safety and hygiene requirements throughout the store. (16)
- VII. Why it is advisable to remove expiry products and supplies beyond their sell-by date? How do a retailer communicate to his customer ensuring a positive shopping environment? (16)

UNIT – IV

- VIII. What are the different guidelines provided to customers on safety transporting and storing of products? Explain one effective sales technique used to encourage customer purchases appropriate to situation. (16)
- IX. Explain in detail the organizational procedure to deal with customer problems. How can a retailer successfully help in resolving customers problems? (16)

x-x-x